

# Max's Magnificent Market Stall

*Learning objective: To identify and use persuasive language features, such as emotive adjectives and rhetorical questions, to write a persuasive advertisement.*

Read the advertisement below for Max's banana stand. Look for the 'power words' that make you want to buy his fruit! Then, complete the questions to show what you have learnt about persuasive writing.

Are you tired of boring snacks that leave your tummy grumbling? Come down to Max's Market Stall today! We have the most spectacular, sun-ripened bananas you have ever tasted. These aren't just any fruit; they are the gold standard of snacks. For only £1 per bunch, you can enjoy a boost of energy that will keep you zooming through your day. Why settle for less when you can have the best? Treat yourself to a truly extraordinary experience. Max's bananas: guaranteed to make you smile!

*Word bank: extraordinary · unbeatable · delicious · guaranteed · must-have · spectacular · refreshing*

**1. Find and copy two emotive adjectives that Max uses to describe his bananas. (2 marks)**

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**2. Identify one rhetorical question in the passage. Why does Max include this in his advertisement? (2 marks)**

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**3. If a customer buys three bunches of bananas, how much will they spend in total? (1 mark)**

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**4. Why does the word 'guaranteed' make a customer feel more confident about their purchase? (2 marks)**

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**5. Write a persuasive sentence of your own to encourage people to visit Max's stall for a different fruit, like an apple or a pear. (2 marks)**

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**Draw:** Draw a colourful, eye-catching poster for Max's Market Stall. Include a large, happy monkey holding a banana, a price sign that says '£1', and some bright, persuasive words written in big, bubbly letters.



*Extension challenge: Choose an object from your classroom (like a pencil or a ruler) and write a short, punchy advert to convince your teacher to buy it from you for £5. Use at least two persuasive techniques!*