

Max the Monkey's Great Banana Campaign

Learning objective: To identify persuasive features in a text and understand how writers influence an audience.

Read the persuasive letter below from Max the Monkey. Once you have finished reading, answer the questions that follow to show your understanding of his persuasive techniques.

Dear Friends of the Jungle, Have you ever tasted a fruit so golden, so sweet, and so perfectly shaped that it changed your life? I am writing to you today because our community needs more bananas! Currently, the fruit bowl at the centre of the treehouse is disappointingly empty. Imagine the joy we would feel if we woke up every single morning to a mountain of delicious, yellow bananas. Not only are they the most nutritious snack in the entire world, but they are also incredibly easy to peel. Everyone knows that a hungry monkey is a grumpy monkey, and surely you want us all to be happy and energetic? If we all chip in just £2.00 each, we can order a delivery of the finest, sun-ripened fruit from the local market. Don't let this opportunity slip away. Let's make our jungle the happiest place on Earth by voting for more bananas today!

Word bank: persuade · emotive language · rhetorical question · exaggeration · opinion · argument

1. Identify one rhetorical question used by Max in the first paragraph. Why do you think he chose to use this? (2 marks)

2. Find and copy one example of emotive language Max uses to describe the bananas. (1 mark)

3. Max claims that bananas are the 'most nutritious snack in the entire world'. Is this a fact or an opinion? Explain your reasoning. (2 marks)

4. How much money does Max suggest each friend contributes to the banana fund? (1 mark)

5. Why does Max mention that a 'hungry monkey is a grumpy monkey'? How is this intended to make the reader feel? (2 marks)

Draw: Draw a poster to support Max's banana campaign. Include a catchy slogan and an illustration of the 'mountain of bananas' he described.



Extension challenge: Write a short paragraph from the perspective of a character who disagrees with Max. Use at least two persuasive techniques, such as a rhetorical question or emotive language, to argue why the jungle should stock more berries instead of bananas.