

Max's Magnificent Market Stall

Learning objective: To identify and use persuasive language features to write a convincing advertisement.

Read the advertisement below written by Max the monkey. Underline the persuasive adjectives and emotive language. Then, complete the questions to help you plan your own persuasive advert for a product of your choice.

Are you tired of boring, plain snacks? Come down to Max's Market Stall today! We have the most extraordinary, crunchy golden bananas you have ever tasted. These aren't just any fruit; they are the most sensational snack in the entire jungle! At an unbeatable price of only £2.50 for a bunch, it is an essential purchase for any hungry explorer. Don't miss out on this spectacular deal—your tummy will thank you!

Word bank: extraordinary · unbeatable · essential · guaranteed · spectacular · marvellous · must-have · sensational

1. Find two adjectives Max uses to make his bananas sound more appealing to the reader. (2 marks)

2. Why does Max include the price of £2.50 in his advertisement? (2 marks)

3. Identify the rhetorical question in the passage. Why has Max used this to start his advert? (3 marks)

4. If you were selling a 'Super Shiny Pebble', what persuasive adjective would you use to describe it? (1 mark)

5. Max uses the phrase 'Don't miss out'. What is this type of language called, and why is it effective? (2 marks)

Draw: Draw a colourful and eye-catching poster for a product you would like to sell. Include a 'special offer' price tag using the £ symbol and at least two persuasive words from the word bank to grab the reader's attention.



Extension challenge: Write a short paragraph using 'rule of three' (three adjectives in a row) to describe why your product is the best choice for a customer.