

Persuade Like a Pro with Kit the Fox!

Learning objective: To identify and use persuasive devices to write a convincing argument.

Read the persuasive advert below. Look for the 'POWER' techniques Kit the Fox uses to win over his audience. Then, answer the questions to show you are a persuasive expert!

Are you tired of boring lunchtimes? Do you want to be the talk of the playground? You simply must try the new 'Super-Crunch' garden apple! These are the juiciest, crunchiest, most magnificent apples in the entire world. Imagine the golden glow of the skin and the sweet, tangy explosion of flavour in every single bite. Don't be the only one missing out on this natural wonder. Rush to the canteen and grab yours for just £0.50 before they all disappear! You deserve the best, so make the right choice today.

Word bank: Emotive language · Rhetorical question · Exaggeration · Adjectives · Imperative verbs · Opinion

1. Find and copy one example of a rhetorical question from the passage. (1 mark)

2. Which two adjectives does the author use to describe the apples to make them sound appealing? (2 marks)

3. Why is the phrase 'most magnificent apples in the entire world' an example of exaggeration? (2 marks)

4. Identify one imperative (bossy) verb used in the text to tell the reader what to do. (1 mark)

5. If you wanted to buy three apples, how much would they cost in total? Show your maths working. (2 marks)

Draw: Draw a colourful poster to sell a magical, invisible pen. Make sure to include one 'power' phrase to convince people to buy it!



Extension challenge: Write three persuasive sentences to convince your teacher that your class should have an extra ten minutes of playtime every Friday.