

## Max's Magnificent Market Stall

*Learning objective: To identify and use persuasive language features including rhetorical questions, emotive language, and exaggeration.*

Read the advertisement below written by Max the monkey. Identify the persuasive techniques he has used, then answer the questions to show your understanding.

Are you tired of boring snacks that leave you feeling grumpy? Do you want to supercharge your brain and become the smartest monkey in the jungle? Come down to Max's Market Stall today! We have the most delicious, mouth-watering, marvellous mangoes in the entire world. They are so juicy that one bite will make you float with happiness! Don't miss out on this once-in-a-lifetime opportunity to taste nature's golden treasure. These mangoes are grown in sunshine and picked with love. Grab yours for just £2.50 each before they all vanish! Why would you settle for anything less than perfect?

*Word bank: persuade · rhetorical question · exaggeration · emotive language · alliteration · opinion · fact*

**1. Find and copy one rhetorical question from the text. (1 mark)**

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**2. Max uses the phrase 'most delicious, mouth-watering, marvellous mangoes'. What persuasive technique is he using here, and why does he use it? (2 marks)**

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**3. Give one example of exaggeration used in the passage to make the mangoes sound better than they are. (1 mark)**

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**4. If Max decides to sell a bunch of three mangoes for £6.00, how much does he charge per mango, and is this a better deal than the original price? Explain your thinking. (3 marks)**

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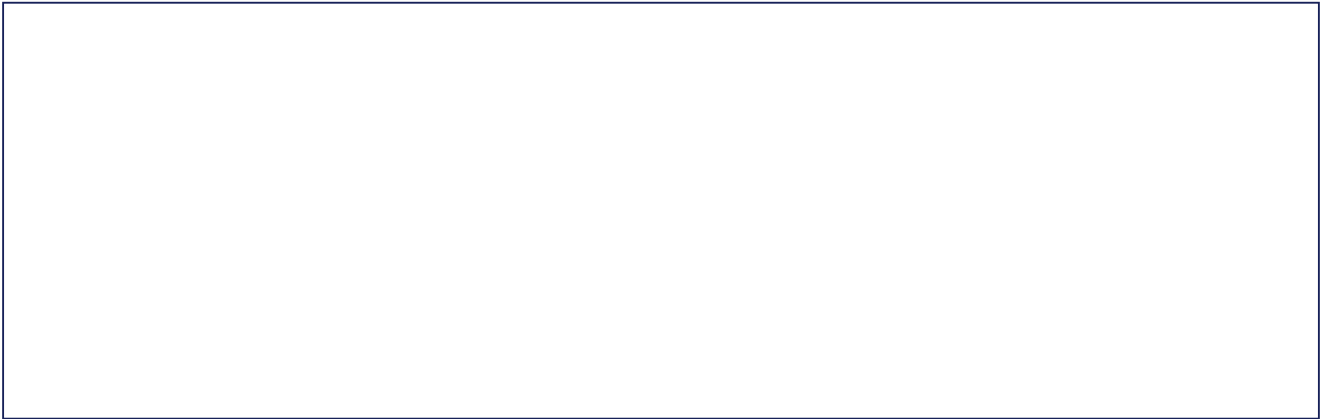
**5. Why do you think Max uses the word 'treasure' to describe his fruit? How does this choice of vocabulary change the reader's opinion? (2 marks)**

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**Draw:** Draw a colourful poster for Max's Market Stall. Include a catchy slogan and one persuasive feature, such as a starburst shape that says 'BEST PRICE!'



*Extension challenge: Write your own short persuasive advert (3-4 sentences) to sell a magical, flying backpack. Use at least one rhetorical question and two pieces of emotive language.*