

# Max's Big Banana Market Campaign

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

Max the monkey is trying to convince the other forest animals that his 'Super-Smoothie' stall is the best place to spend their pocket money. Read the persuasive advertisement below, then answer the questions to help Max improve his pitch.

Are you tired of feeling sluggish after playtime? Do you want a treat that is as delicious as it is healthy? Come down to Max's Market Stall today! We have the most magnificent, mouth-watering bananas in the entire forest. Our smoothies are absolutely life-changing and will give you the energy of ten lions. For just £2.50, you can grab the best snack in town. Don't be the only animal missing out on this extraordinary experience. Visit Max's stall before they all disappear!

*Word bank: persuasive · exaggeration · rhetorical question · adjectives · tempting · essential · guaranteed · irresistible*

**1. Identify one rhetorical question used in the advertisement to grab the reader's attention. (2 marks)**

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**2. Find two powerful adjectives Max uses to make the bananas sound more appealing. (2 marks)**

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**3. Max says his smoothies will 'give you the energy of ten lions'. Is this a literal fact or an exaggeration? Explain why he used this phrase. (3 marks)**

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**4. Why do you think Max included the price (£2.50) in his advertisement? (2 marks)**

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**5. Write one 'imperative' (bossy) verb that Max uses to tell the reader what to do. (1 mark)**

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**Draw: Draw a colourful poster for Max's smoothie stall. Include a 'special offer' price bubble and a picture of your own fruity invention!**



*Extension challenge: Write a short paragraph (3-4 sentences) persuading a friend to visit a place you love. Remember to use at least one rhetorical question and two persuasive adjectives.*