

A Plea for the Park: Persuasive Writing

Learning objective: To identify and analyse the features of persuasive writing, including emotive language, rhetorical questions, and modal verbs.

Read the following persuasive letter written by Max the monkey to the Town Council. Pay close attention to the language he uses to convince the readers. Answer the questions that follow in full, detailed sentences.

Dear Town Council, have you ever walked past the old, grey playground on Oak Street and felt a sense of sadness? Currently, the rusty swings creak in the wind and the slide is cracked. It is a neglected space that our community desperately needs to renovate. Imagine a vibrant, colourful area where children can climb, balance, and solve physical puzzles together. A new playground would provide a safe environment for exercise, helping us to stay fit and active. Surely, the health and happiness of our town's children should be your top priority? By investing £2,500 into new equipment, you would transform a dull, forgotten patch of grass into a bustling hub of joy. Why should we settle for broken metal when we could have a state-of-the-art space for everyone to enjoy? I urge you to consider the positive impact this would have on our future. Together, we can build a place where laughter echoes and memories are made. Please, let us give the children the playground they truly deserve. Yours sincerely, Max.

Word bank: persuasive · rhetorical · argument · community · emotive · council · renovate · vibrant

1. How much money does Max suggest the Town Council should invest in the playground equipment? (Literal) (1 mark)

2. List two adjectives Max uses to describe the current state of the playground. (Literal) (2 marks)

3. Why does Max use the phrase 'laughter echoes' towards the end of his letter? (Inferential) (2 marks)

4. What does the author imply about the Town Council's current focus? (Inferential) (2 marks)

5. Do you believe Max's argument is effective? Justify your answer by referring to the language techniques he used. (Evaluative) (3 marks)

Draw: Draw a design for the new, vibrant playground that Max describes in his letter. Include the new equipment you would add to make it a 'hub of joy'.



Extension challenge: Imagine you are a member of the Town Council. Write a short, persuasive response to Max. Explain why you might need to consider other projects before the playground. Use at least two rhetorical questions and one example of emotive language in your reply.