

Mastering the Art of Persuasion with Kit the Fox

Learning objective: To identify, define, and apply the key features of persuasive writing, including rhetorical devices and emotive language.

Use these flashcards to test your knowledge of persuasive techniques. Kit the Fox uses these methods to solve problems and convince others to join his clever adventures. Read the front of the card, attempt to define the term, then check your answer.

What is Emotive Language?

Words chosen by the author to stir up strong feelings or emotions in the reader, such as 'heartbreaking' or 'magnificent'.

What is a Rhetorical Question?

A question asked to make a point rather than to get an answer, designed to make the reader think deeply.

What is Exaggeration (Hyperbole)?

Describing something as much bigger, better, or worse than it really is to create a strong effect or emphasise a point.

Define Modal Verbs in persuasion.

Words like 'must', 'should', 'will', or 'could' that show how certain or necessary an action is.

What is an Imperative Verb?

A 'bossy' verb that gives a direct command or instruction, such as 'Buy', 'Join', or 'Imagine'.

Explain the 'Rule of Three'.

A technique where three words, phrases, or ideas are used together to make the message more memorable and rhythmic.

What is Alliteration?

The repetition of the same sound at the start of words in a phrase, used to make a headline or slogan stand out.

What is the difference between a Fact and an Opinion?

A fact is something that can be proven true, whereas an opinion is a personal belief or feeling that cannot be proven.

What is Direct Address?

Using pronouns like 'you' or 'your' to speak directly to the reader, making the text feel personal and engaging.

Why do writers use persuasive devices?

To influence the reader's thoughts, feelings, or actions, and to convince them to agree with a specific point of view.