

Max's Magnificent Market Persuasion Quiz

Learning objective: To identify and use persuasive techniques, including rhetorical questions, emotive language, and imperative verbs, to influence an audience.

Max the monkey is trying to convince the forest animals to visit his new fruit stall. Read his pitch and answer the questions below to help him improve his persuasive writing skills!

Answer Key: 1.C, 2.False, 3.Imperative, 4.A, 5.True, 6.Rhetorical, 7.True, 8.B, 9.Emotive, 10.Alliteration.

Extension Tasks: Encourage pupils to justify their choice of adjectives and identify how the tone shifts between fact and opinion.

Word bank: Persuasion · Emotive · Imperative · Rhetorical · Exaggeration · Alliteration · Opinion · Fact

1. Which of these is an example of an imperative (bossy) verb? A) The fruit is sweet. B) Max likes apples. C) Buy the tastiest bananas today!* D) Are you hungry? (1 mark)

2. True or False: Persuasive writing should always rely on boring facts and never include the writer's personal opinion. (1 mark)

3. What is the technical term for a verb that gives a direct command, like 'Eat', 'Visit', or 'Try'? (1 mark)

4. Which sentence uses emotive language effectively? A) These scrumptious, glistening berries will change your life!* B) The berries are small and red. C) You can buy berries at the shop. D) Some animals like berries. (1 mark)

5. True or False: A rhetorical question is one that is not meant to be answered out loud by the reader. (1 mark)

6. Fill in the blank: 'Are you tired of feeling sluggish?' is an example of a _____ question used to hook the reader. (1 mark)

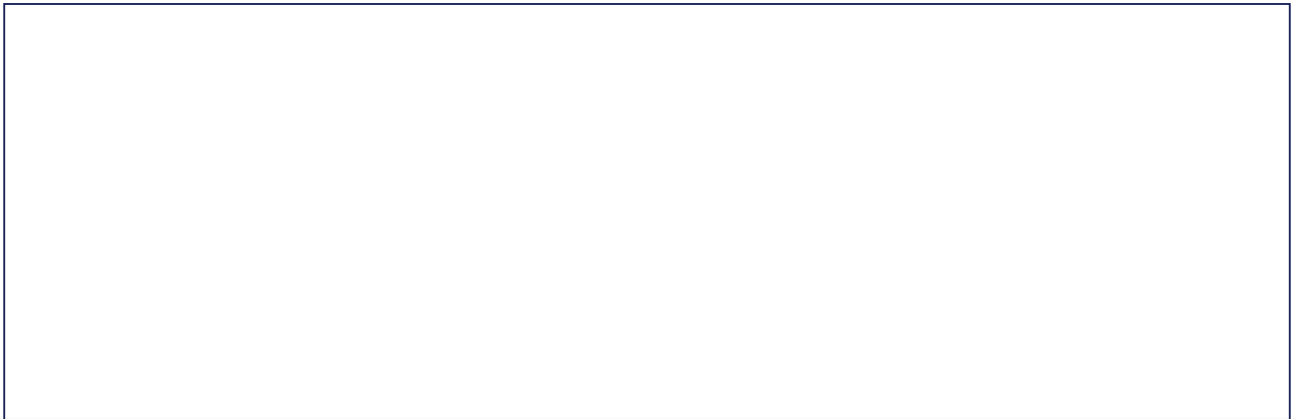
7. True or False: Using exaggeration (hyperbole) can help make a product sound more exciting. (1 mark)

8. Which of these phrases uses alliteration? A) Fresh fruit for sale. B) Perfect, plump pineapples.* C) Best apples in town. D) Buy fruit now. (1 mark)

9. 9. What do we call words that are chosen specifically to stir up strong feelings in the reader? (1 mark)

10. 10. If Max says, 'Our melons are the most magnificent, magical melons in the meadow,' what technique is he using? (1 mark)

Draw: Draw a colourful advertisement poster for Max's fruit stall. Include at least one imperative sentence, one piece of alliteration, and a price tag showing an item for exactly £2.50.



Extension challenge: Greater Depth Challenges: 1) Explain why using 'we' and 'you' (personal pronouns) makes a text more persuasive. 2) Compare and contrast a factual report about a fruit with a persuasive advertisement for the same fruit—which is more effective and why? 3) Justify why an author might choose to use three adjectives in a row (e.g., 'crunchy, crisp, cool') instead of just one. 4) What might happen to the reader's interest if a persuasive text contained no emotive language? 5) Draft a short paragraph persuading a dragon to swap its gold for a basket of Max's fruit. 6) Critique your own advertisement: If you were the customer, what is the one thing that would definitely convince you to buy the fruit, and why?