

The Great Orchard Campaign: Persuasive Writing

Learning objective: To identify and use persuasive techniques including emotive language, rhetorical questions, and modal verbs to influence a reader.

Read the persuasive letter below from Max the monkey. Analyse how he uses language to convince the forest council to build a new fruit orchard. Answer the questions that follow, ensuring you justify your points using evidence from the text.

Dear Forest Council, I am writing to you because our community is in desperate need of a new, vibrant orchard. Imagine a place where every child can pick fresh, juicy fruit for just £1.00 a bag. Currently, we have to travel miles to find healthy snacks, which is simply unfair to our hard-working families. Could you really deny our little ones the joy of a healthy treat? A new orchard would provide delicious food and create a beautiful space for everyone to enjoy. We must act now! By planting these trees, we will surely improve our health and save money. If we build this together, the forest will flourish for generations to come. Please consider this vital investment for our future.

Word bank: persuasive · emotive · rhetorical · modal verbs · exaggeration · argument · convincing · vibrant

1. Identify one rhetorical question used by Max. Why does he use this technique in his writing? (2 marks)

2. Find two examples of emotive language in the text and explain how they influence the reader's feelings. (2 marks)

3. Max uses modal verbs such as 'must' and 'will'. Explain why these are more effective than using weaker verbs like 'might' or 'could' in a persuasive argument. (2 marks)

4. Compare and contrast the tone of the first paragraph with the final sentence. How does the tone change to become more demanding? (2 marks)

5. Justify your answer: Is Max's argument about the price of fruit (£1.00 a bag) a strong enough reason to convince the council to build an entire orchard? Explain your reasoning. (2 marks)

6. What might happen if the Forest Council decides not to build the orchard? Write a short prediction based on the problems Max identified. (2 marks)

Draw: Draw a colourful poster to support Max's campaign. Include a catchy slogan, a picture of the proposed orchard, and one powerful persuasive sentence to grab the attention of the forest animals.



Extension challenge: Write a counter-argument letter from the perspective of a grumpy forest councillor who thinks the orchard will be too expensive to maintain. Use at least three persuasive techniques, including an 'exaggeration' to highlight why they think it is a bad idea.