

Mastering the Art of Persuasion with Pip

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

Use these flashcards to test your knowledge of persuasive techniques. Read the front, try to define it, then check the answer on the back.

What is a Rhetorical Question?

A question asked for effect that does not require an answer, often used to make the reader think.

What is Emotive Language?

Words chosen to stir up strong feelings and emotions in the reader, such as 'heart-breaking' or 'magnificent'.

What are Modal Verbs?

Auxiliary verbs that show possibility or necessity, such as 'must', 'should', 'might', or 'will'.

Explain the 'Rule of Three'.

A technique of listing three words or phrases together to make a point more memorable and rhythmic.

What is an Imperative Verb?

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

What is Direct Address?

Using pronouns like 'you' or 'your' to talk directly to the reader and make them feel involved.

What is an Exaggeration (Hyperbole)?

Overstating something to make a point stronger, for example: 'This is the most incredible invention in the history of the world!'

How do Facts and Opinions differ in persuasion?

A fact is something that can be proven true, while an opinion is a personal belief or feeling.

What is Alliteration?

The repetition of the same letter or sound at the start of adjacent or closely connected words, used to make a phrase 'stick'.

Pip the caterpillar wants to sell a book. How can he use 'modal verbs' to persuade?

By using 'must' or 'will' to create a sense of urgency, e.g., 'You must read this book today!'

Why do writers use 'flattery' in persuasive texts?

To make the reader feel good about themselves, making them more likely to agree with the writer's argument.

What is the purpose of a 'Call to Action'?

It tells the reader exactly what to do next, such as 'Donate now' or 'Visit our website'.