

The Great Forest Campaign: Persuasive Writing Masterclass

Learning objective: To identify and use persuasive techniques including emotive language, rhetorical questions, and the 'rule of three' to influence an audience.

Max the monkey is organising a campaign to protect the Great Forest from being turned into a noisy car park. He needs your help! Below are six persuasive challenges. For each question, use your knowledge of persuasive devices to complete the task. You must use at least one word from the word bank in every answer.

Word bank: astonishing · essential · heart-breaking · undeniable · magnificent · devastating · triumph · thriving

1. Write a persuasive opening 'hook' for Max's speech using a rhetorical question to make the audience think about the beauty of the forest. (2 marks)

2. Use the 'rule of three' (a list of three adjectives or phrases) to describe the forest to make the audience feel protective of it. (2 marks)

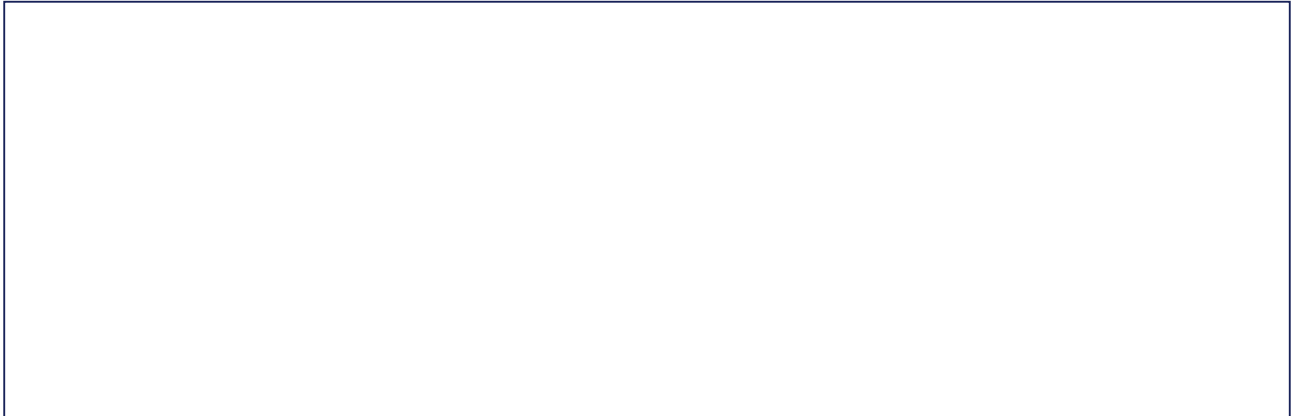
3. Explain why using emotive language, such as 'heart-breaking', is more effective than using simple, factual language when trying to change someone's opinion. (3 marks)

4. Max needs a powerful closing sentence. Write an imperative sentence (a command) that urges the town council to save the trees. (2 marks)

5. Compare and contrast: Why might a scientist like Bea the bee use different language to persuade the council compared to an artist like Zara the zebra? (3 marks)

6. Justify your answer: If you had a budget of £50 to print leaflets for this campaign, what is the most important message you would print in bold text to ensure people read it? (2 marks)

Draw: Draw a vibrant, colourful protest poster that Max the monkey might hold. Include a clear, persuasive slogan at the top and a drawing of the Great Forest in the centre.



Extension challenge: Imagine the town council rejects your initial request. Write a short, persuasive 'rebuttal' paragraph (3-4 sentences) explaining why their decision is a mistake, using one piece of evidence or a strong moral argument to change their minds.