

Mastering the Art of Persuasion: Assessment Paper

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

Read the following short advertisement carefully. Answer all questions using full sentences where required. Ensure your spelling and grammar are accurate.

Are you tired of grey, drizzly afternoons? Escape to the Sunny Sands Beach Resort! Our golden, shimmering shores are the perfect sanctuary for your family. We guarantee that your children will have the most magnificent time building sandcastles under the brilliant blue sky. Why wait for a holiday when you can book your slice of paradise today? Our prices start at just £199 for a weekend of pure joy. Don't miss out on this once-in-a-lifetime opportunity to make memories that will last forever.

Word bank: Rhetorical question · Emotive language · Modal verbs · Exaggeration · Alliteration · Persuasive · Opinion · Fact

1. Identify one rhetorical question used in the passage and explain why the author chose to include it. (2 marks)

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

3. The passage uses modal verbs to sound convincing. Identify one modal verb and explain how it strengthens the argument. (2 marks)

4. Is the phrase 'prices start at just £199' a fact or an opinion? Justify your answer. (2 marks)

5. Compare and contrast the effect of using 'shimmering' to describe the shore versus using the word 'wet'. Why is 'shimmering' more persuasive? (3 marks)

6. Max the monkey wants to convince his friends to visit the new forest library. Write a short persuasive paragraph (4-6 sentences) to persuade them. You must include one rhetorical question, one example of alliteration, and one modal verb. (5 marks)

7. What might happen to the reader's perception of the advert if the author used boring, factual language instead of persuasive techniques? Explain your reasoning. (4 marks)

8. Justify why the author chose to include the specific price of £199. How does this specific figure affect the reader's decision-making process? (5 marks)

Draw: Draw a colourful, persuasive poster advertising a 'Magical Treehouse' that Pip the caterpillar has built. Include a catchy slogan and one persuasive feature.



Extension challenge: Total: /25. Extension Task: Imagine you are writing a letter to a local council member to persuade them to build a new park in your neighbourhood. Draft an opening paragraph that uses a 'rule of three' and a strong emotive hook to grab their attention.