

Persuasive Writing: The Great School Garden Campaign

Learning objective: To identify and use persuasive techniques, such as rhetorical questions, emotive language, and modal verbs, to convince an audience.

Read each question carefully and use your knowledge of persuasive writing to craft convincing, original responses. Remember to use formal and emotive language to help sway your reader's opinion.

Max the monkey wants to convince the School Council to build a vegetable garden in the playground. He needs to use powerful language to win them over.

Word bank: unquestionably · essential · transform · breathtaking · urgent · guaranteed · opportunity · thriving

1. Max wants to start his letter with a 'hook'. Write a rhetorical question that he could use to grab the School Council's attention regarding the benefits of a school garden. (2 marks)

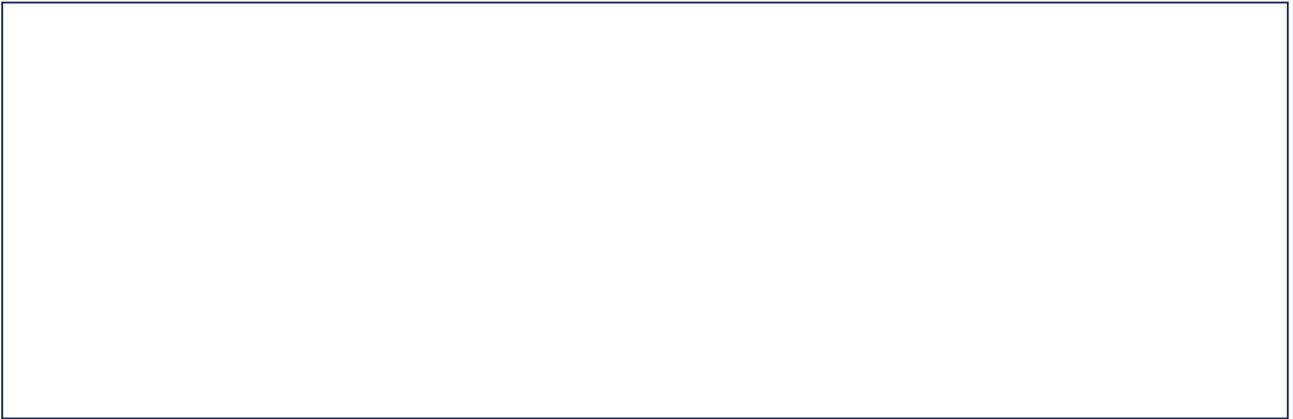
2. Identify two pieces of emotive language Max could use to describe a dull, concrete playground compared to a lush, green garden. (2 marks)

3. Write a persuasive sentence using the modal verb 'must' or 'should' to explain why the students need a space to grow their own food. (2 marks)

4. Explain why using the rule of three (e.g., 'fresh, healthy, and delicious') is an effective technique in persuasive writing. (2 marks)

5. Max needs to address a counter-argument. Write one sentence acknowledging that a garden takes work, but follow it up with a persuasive rebuttal about why it is worth the effort. (3 marks)

Draw: Draw a poster for Max the monkey's campaign. Include a bold, persuasive slogan at the top and a colourful illustration of what the finished garden might look like.



Extension challenge: Imagine you are writing a speech for the School Council. Write a short paragraph (4-6 sentences) using at least three persuasive techniques (e.g., exaggeration, rhetorical questions, and direct address) to convince them to fund the project for £500.