

Persuasive Writing: The Great Woodland Debate

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

Read each question carefully. Use the word bank to help you construct powerful sentences that influence your reader. Remember to use formal tone and clear, logical points.

Max the monkey is organising a campaign to turn the old, dusty town square into a vibrant community garden. He needs your help to write a persuasive speech to the Town Council to convince them that this project is vital for the local environment and the well-being of the residents.

Word bank: undoubtedly · essential · transform · breathtaking · irresponsible · guaranteed · furthermore · significant · persuade · compelling

1. Identify one rhetorical question that Max could use in his speech to engage the Town Council. Explain why this technique is effective in persuasive writing. (2 marks)

2. Choose two adjectives from the word bank and write a sentence that uses them to describe the potential new garden. Why does your choice of vocabulary make the argument more compelling? (2 marks)

3. Max wants to use a modal verb (such as 'must', 'should', or 'will') to show that the garden is necessary. Write a sentence stating why the council 'must' approve the project. (2 marks)

4. Compare and contrast the effect of using 'The garden will be nice' versus 'The garden will transform our community into a breathtaking paradise.' Which is more persuasive and why? (3 marks)

5. Justify your answer: If the council is worried about the cost of £5,000, what is one strong point you could write to convince them that this is a valuable investment rather than an expense? (3 marks)

Draw: Draw a 'Before and After' sketch of the town square. On the left, show the dusty, empty square; on the right, show Max's vision of the vibrant community garden filled with flowers, benches, and trees.



Extension challenge: What might happen if the council decides to build a car park instead of the garden? Write a persuasive paragraph arguing against the car park, using at least three persuasive devices (e.g., emotive language, rule of three, and modal verbs).