

Persuasive Writing Adventure with Pip the Bookworm

Learning objective: To identify and understand the key features of persuasive writing used to convince a reader.

Use these flashcards to test your knowledge of persuasive writing. Read the front of the card, think of the answer, then check the back to see if you are right!

What is the main goal of persuasive writing?

To convince the reader to agree with your point of view or take a specific action.

What is a 'rhetorical question'?

A question asked to make the reader think, which does not need an answer (e.g., 'Do you want to have the best day ever?').

What is 'emotive language'?

Words chosen to stir up strong feelings in the reader, such as 'wonderful', 'horrific', or 'dazzling'.

What is the difference between a fact and an opinion?

A fact is something that can be proven true; an opinion is what someone believes or feels.

What are 'bossy verbs' (imperatives)?

Action words used to tell the reader what to do, like 'Buy', 'Join', 'Visit', or 'Try'.

Why do we use adjectives in persuasive writing?

To describe things in a way that makes them sound more appealing or exciting to the reader.

What is an 'exaggeration' in persuasive writing?

Making something sound much better or bigger than it really is to grab the reader's attention (e.g., 'The most delicious snack in the whole universe').

What is an 'argument' in a persuasive text?

A reason or point you give to support why your opinion is correct.

How can you make your writing more persuasive?

Use strong adjectives, address the reader directly (using 'you'), and include clear, punchy reasons.

True or False: Persuasive writing should always be written in a boring, neutral way.

False! It should be exciting and enthusiastic to capture the reader's interest.

Pip the bookworm wants to persuade children to read more. Give an example of a rhetorical question he could use.

'Are you ready to discover a magical new world today?' (Or any similar question).

What is a 'call to action'?

A sentence at the end of a piece of writing that tells the reader exactly what to do next, like 'Buy your ticket today!'