

Max's Magnificent Market Stall

Learning objective: To identify and use persuasive techniques to write a compelling advertisement.

Read the advertisement below written by Max the monkey. Underline the persuasive adjectives and circle the 'bossy' verbs (imperatives). Then, answer the questions to show you understand how to convince a reader.

Are you feeling hungry? Come and visit Max's Magnificent Market Stall today! We have the most delicious, crunchy apples in the whole forest. Do you want to feel strong and healthy? These fruits are essential for every clever monkey. Every apple is guaranteed to be juicy and sweet. Do not miss out on this unbeatable offer! You can buy a bag of five apples for just £2.50. Hurry down to the Great Oak Tree before they are all gone!

Word bank: magnificent · delicious · essential · guaranteed · wonderful · buy · visit · discover · unbeatable

1. Identify two persuasive adjectives Max uses to describe his apples. (2 marks)

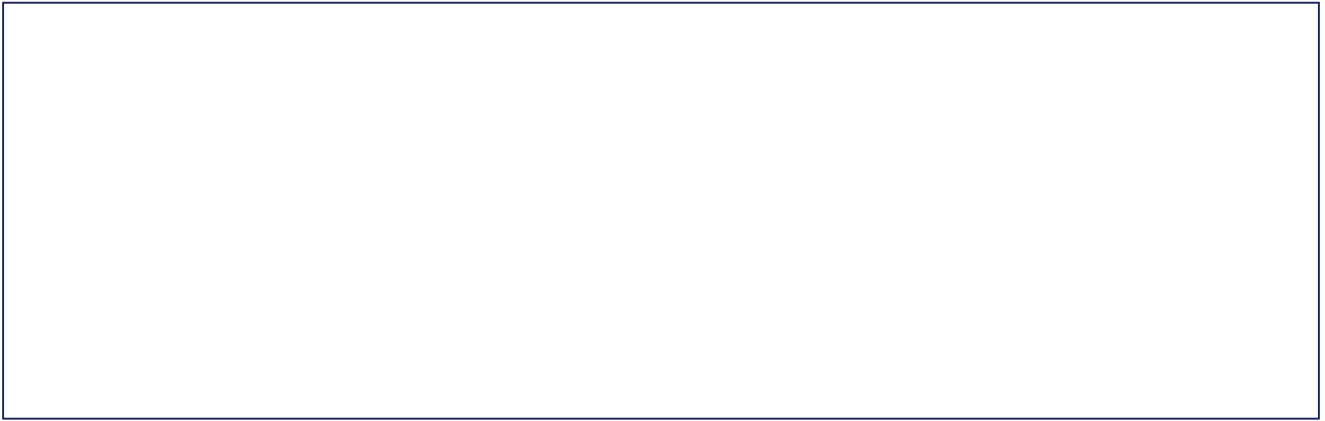
2. Why does Max use the phrase 'Do not miss out' in his advertisement? (2 marks)

3. If a customer buys two bags of apples, how much money will they spend in total? Show your working. (2 marks)

4. Find one 'bossy' verb (imperative) in the text and explain why it makes the writing sound more persuasive. (3 marks)

5. If you were selling a different fruit, what 'unbeatable' price would you set for it? Write one persuasive sentence to sell it. (2 marks)

Draw: Draw a colourful, eye-catching poster for Max's Market Stall. Include a large, persuasive heading and a picture of the delicious apples he is selling.



Extension challenge: Write a short paragraph trying to persuade Nova the owl to visit the market. Think about what she might like to eat or see there!