

Max's Market Campaign: The Power of Persuasion

Learning objective: To understand and use persuasive techniques to influence a reader's opinion.

Max the monkey is trying to convince his friends to buy his delicious, home-grown jungle fruit. Read the questions below and use your best persuasive language to help him sell his goods. Remember to use emotive language, rhetorical questions, and persuasive adjectives!

Max is opening a fruit stall. He has juicy mangoes for £2.50 each and crunchy apples for £1.20 each. He needs your help to write signs that will make his friends want to buy them immediately!

Word bank: stunning · unbeatable · essential · magnificent · guaranteed · incredible · refreshing · spectacular

1. Max wants to use a rhetorical question to start his sign for the mangoes. Write one example of a rhetorical question he could use to grab his friends' attention. (2 marks)

2. Choose two adjectives from the word bank to describe Max's fruit. Write a persuasive sentence using both of these adjectives. (2 marks)

3. Explain why using 'emotive language' (words that describe feelings) helps to persuade a reader. (2 marks)

4. Max wants to sell his crunchy apples for £1.20. Write a short, persuasive 'call to action' to tell the reader exactly what to do next. (2 marks)

5. If you were buying a mango for £2.50 and an apple for £1.20, how much would you spend in total? Write a persuasive sentence telling a friend why this is a 'bargain'. (3 marks)

Draw: Draw a colourful and eye-catching advertisement poster for Max's fruit stall. Include a catchy slogan at the top and a picture of the delicious fruit.



Extension challenge: Imagine you are trying to persuade your teacher to give the class an extra ten minutes of playtime. Write three persuasive sentences using the word 'because' to justify your request.