

The Great Adventure Pitch: Persuasive Techniques

Learning objective: To identify and apply persuasive devices, including rhetorical questions, emotive language, and the 'Rule of Three', to craft a compelling argument.

Max the monkey is planning an expedition to the Crystal Caves, but he needs to convince the rest of the BookFlik crew to join him. Read the persuasive techniques below and match them to Max's draft sentences. Then, use the techniques to write your own persuasive pitch to convince Nova the owl to join the trip.

Word bank: Rhetorical Question · Emotive Language · Rule of Three · Imperative Verb · Hyperbole · Modal Verb

1. Max says: 'Imagine the shimmering, majestic, ancient crystals waiting for us.' Which persuasive technique is he using here? Explain why this is effective. (2 marks)

2. Max says: 'Will you let this once-in-a-lifetime opportunity slip through your fingers?' Identify the technique used and justify why it forces the reader to consider the offer. (2 marks)

3. Max says: 'Join our team, explore the unknown, and discover hidden treasures.' Label the grammatical feature used at the start of each clause. (1 mark)

4. Max claims: 'This will be the most spectacular, mind-blowing, earth-shattering journey in history!' Compare this to a factual statement. Is this persuasive? Justify your answer. (2 marks)

5. Write a sentence to convince Nova the owl to join the trip using a 'Rule of Three' to describe the view from the top of the Crystal Caves. (2 marks)

6. What might happen if Max only used facts instead of persuasive language? Explain how the tone of his pitch would change. (2 marks)

Draw: Draw a poster advertising Max's expedition to the Crystal Caves. Include a catchy slogan that uses alliteration and at least one piece of emotive language.



Extension challenge: Nova is worried about the cost of the expedition equipment, which is £45.50 for a headlamp and £22.75 for a map. Write a short persuasive paragraph justifying why this £68.25 investment is 'essential' rather than 'expensive'. Use at least three different persuasive techniques.