

Mastering the Art of Persuasion: Assessment

Learning objective: To evaluate the use of persuasive techniques, including emotive language, rhetorical questions, and modal verbs, to influence a reader's viewpoint.

Read the text carefully and answer all questions. Ensure your writing is persuasive, formal, and grammatically accurate. Pay close attention to the mark allocation for each question.

Max the monkey has proposed a new plan for the school playground: 'The Great Canopy Walk'. He wants to build a series of wooden walkways and rope bridges between the trees at the edge of the field. Max argues that this would encourage children to be more active, appreciate the natural environment, and develop their agility. However, some staff members are concerned about safety and the cost of the project, which is estimated at £4,500. Max believes that with enough fundraising and volunteer help, the dream can become a reality. He is now preparing a speech to present to the school council to win their support.

Word bank: Compelling · Undoubtedly · Persuasive · Rhetorical · Emotive · Justification · Exaggeration · Modality

1. Identify two persuasive techniques Max could use in his speech to convince the school council. Explain why these techniques are effective. (2 marks)

2. Write a rhetorical question that Max might include in his speech to engage his audience regarding the benefits of 'The Great Canopy Walk'. (2 marks)

3. Explain why using modal verbs (e.g., 'must', 'should', 'will') is important when writing a persuasive argument. (2 marks)

4. Max needs to address the cost of £4,500. Write a persuasive sentence that acknowledges the high cost but justifies why it is a worthwhile investment for the school. (3 marks)

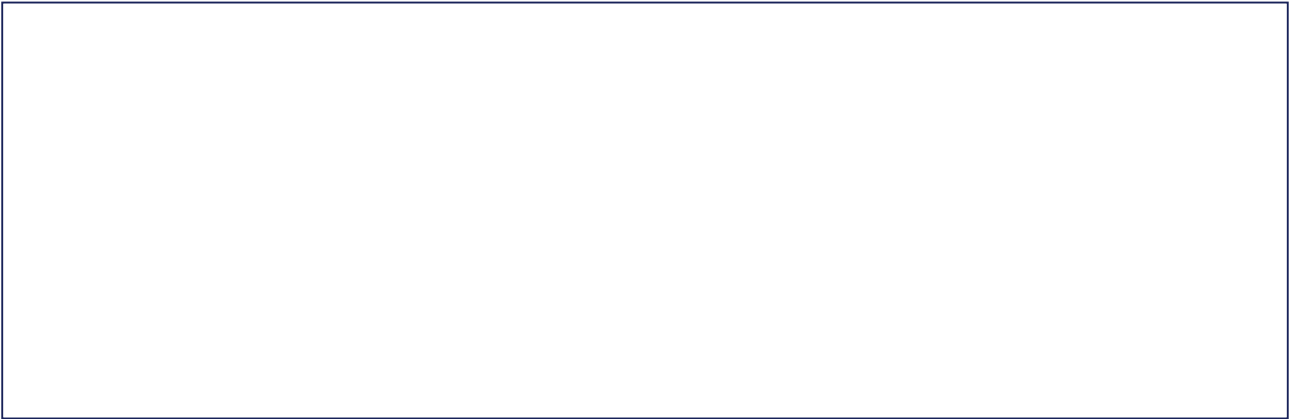
5. Compare and contrast the effectiveness of using 'emotive language' versus 'facts and statistics' in a persuasive argument. Which do you believe is more powerful and why? (4 marks)

6. Imagine you are Max. Write a short, powerful paragraph (50-75 words) aimed at the school council, using at least two different persuasive devices to convince them to approve the project. (5 marks)

7. Justify your answer: If the school council rejects the project, what might be the long-term impact on the students' physical health and connection to nature? Provide a reasoned argument. (4 marks)

8. Critique the following sentence: 'The rope bridge will be okay for us to use.' Rewrite it to make it more persuasive, ensuring you use high-level vocabulary. (3 marks)

Draw: Sketch a design for 'The Great Canopy Walk' that shows how it could be both safe and exciting for children to use. Label the key features using persuasive adjectives.



Extension challenge: Total: /25. Extension Task: Write a counter-argument from the perspective of a cautious teacher. Use formal tone and logical reasoning to explain why the project should be postponed or rejected, citing specific safety concerns.