

The Great Library Campaign

Learning objective: To identify and analyse persuasive language features used to influence an audience.

Read the text carefully, then answer the questions that follow. Pay close attention to how the writer uses emotive language and rhetorical questions to persuade the reader.

Are you tired of staring at dusty, empty shelves? Do you dream of a vibrant sanctuary where stories come to life? It is time to save our local library! Our community centre is currently under threat of closure, and we must act now to protect this vital hub of knowledge. Imagine a future without the quiet hum of readers or the spark of discovery in a child's eyes. This library is not merely a building; it is the beating heart of our town. It provides essential resources, free internet access, and a haven for those seeking silence. By choosing to support this campaign, you are choosing to invest in our future. We have already gathered hundreds of signatures, proving that our collective voice is powerful. Do not let this treasure vanish into history. Visit the town hall this Saturday and sign our petition to ensure that every resident continues to have access to the magic of books. Together, we can secure a brighter, more literate tomorrow for everyone. Will you stand with us, or let our stories fade away?

Word bank: persuasive · rhetorical · emotive · campaign · advocate · convince · impact · evidence

1. Identify two specific services provided by the library that are mentioned in the text. (2 marks) (2 marks)

2. How many signatures has the campaign already collected according to the passage? (1 mark) (1 mark)

3. Explain why the author uses the phrase 'beating heart of our town' to describe the library. (2 marks) (2 marks)

4. What might happen to the town if the library were to close? Use evidence from the text to support your answer. (3 marks) (3 marks)

5. Do you believe the author's use of rhetorical questions is an effective way to persuade the reader? Justify your answer. (3 marks) (3 marks)

Draw: Draw a poster designed to save the local library, incorporating a catchy slogan and imagery that shows the 'magic' of reading.



Extension challenge: Write a short paragraph (50-80 words) from the perspective of a local resident who disagrees with the campaign, using at least two different persuasive devices to argue why the building should be repurposed instead.