

Persuasive Writing Mastery with Max and Kit

Learning objective: To understand and identify key features of persuasive writing, including rhetorical devices, emotive language, and structural techniques.

Use these flashcards to test your knowledge of persuasive writing. Max the monkey thinks these terms are the building blocks of a great argument, while Kit the fox knows exactly how to use them to solve a puzzle!

What is a 'Rhetorical Question'?

A question asked for effect rather than an answer, used to make the reader think deeply about a point.

Define 'Emotive Language'.

Vocabulary chosen specifically to provoke an emotional response, such as 'heartbreaking', 'miraculous', or 'dreadful'.

What is a 'Modal Verb' and give an example.

A verb that expresses necessity or possibility, such as 'must', 'should', 'might', or 'will'.

Define 'Alliteration' in a persuasive context.

The repetition of the same sound at the start of adjacent or closely connected words, used to make phrases memorable and punchy.

What are 'Imperative Verbs'?

Bossy or command verbs used to tell the reader what to do, such as 'Join', 'Discover', or 'Buy'.

Explain the difference between a 'Fact' and an 'Opinion'.

A fact is a piece of information that can be proven true; an opinion is a personal belief or feeling that cannot be proven.

What is 'Exaggeration' (Hyperbole)?

Stating something to be more extreme or important than it actually is to create a strong impact or sense of urgency.

What is a 'Triad' (Rule of Three)?

A technique of grouping three words or phrases together to make an idea more memorable, persuasive, or rhythmic.

Define a 'Counter-argument'.

Acknowledging the opposing viewpoint and then explaining why your own argument is superior.

What is 'Direct Address'?

Using pronouns like 'you' or 'your' to speak directly to the reader and make them feel personally involved.

Why use 'Statistics' in an argument?

To provide evidence-based support for a claim, making the argument appear more authoritative and reliable.

What is the purpose of a 'Call to Action'?

A final instruction to the reader, urging them to take a specific step, such as 'Donate today' or 'Sign the petition'.