

Persuasive Writing: The Great Library Campaign

Learning objective: To identify and use persuasive techniques to write a compelling argument for a community project.

Read the passage below about the need for a new community library. Then, answer the questions to demonstrate your understanding of how language is used to influence a reader's opinion.

Max the monkey has spent all week calculating the lack of reading spaces in our town. 'It is absolutely essential that we build a new community library,' Max argues. Imagine a world where children have nowhere to discover the magic of stories! Without this library, our town's imagination will surely wither away like a plant without water. A new library would provide a sanctuary for learning, a hub for technology, and a home for thousands of books. Surely, you agree that investing £50,000 in our future is a small price to pay for the intellectual growth of our children? We must act now to secure this treasure trove of knowledge before it is too late. Don't you want to see our community thrive?

Word bank: persuasive · rhetorical question · emotive language · modal verbs · alliteration · exaggeration · convincing · evidence

1. Identify one example of a rhetorical question used in the text. Why do you think Max chose to include it? (2 marks)

2. Find two examples of emotive language in the passage. Explain how these specific words are designed to make the reader feel a certain way. (2 marks)

3. Max uses the phrase 'wither away like a plant without water'. What technique is this, and why is it more effective than simply saying 'the library is important'? (2 marks)

4. Justify why Max includes the specific figure of £50,000 in his argument. Does this make his plea more or less credible? (2 marks)

5. Explain why the use of modal verbs (such as 'must' or 'would') is important when writing a persuasive piece. (2 marks)

6. Compare and contrast the tone of this passage with a formal news report. What are the key differences in how information is presented? (2 marks)

Draw: Draw a 'Library of the Future' as Max the monkey imagines it. Include details that would convince a town council to fund the project, such as comfortable reading nooks, advanced computing areas, and green spaces.



Extension challenge: Imagine the town council rejects the proposal. Write a short, persuasive rebuttal letter (150 words) from the perspective of Pip the bookworm, using at least three different persuasive devices to change their minds.