

Persuading the Jungle Council: A Masterclass in Rhetoric

Learning objective: To identify and employ emotive language, modal verbs, and rhetorical questions to construct a persuasive argument.

Max the monkey is trying to persuade the Jungle Council to build a new treetop library. Read the tasks below and use your knowledge of persuasive techniques to help him succeed. Use the word bank to enhance your writing.

Max the monkey believes the jungle needs a library. He must convince the council that this project is vital for the community. He needs to use powerful techniques to make his case irresistible.

Word bank: undeniably · essential · transformative · undoubtedly · unparalleled · pioneering · advantageous · significant

1. Max wants to use a rhetorical question in his opening speech to grab the Council's attention. Write an engaging rhetorical question that highlights the importance of reading. (2 marks)

2. Identify two emotive adjectives from the word bank and explain why they would be effective in persuading a skeptical audience. (3 marks)

3. Rewrite this sentence to make it more persuasive using a modal verb: 'The library will help us learn.' (2 marks)

4. Explain why using the 'Rule of Three' (listing three benefits) is more effective than just stating one reason when trying to persuade someone. (3 marks)

5. Justify your answer: If the Council is worried about the cost of the library, what argument could Max use to show that the long-term benefits outweigh the initial price of £500? (4 marks)

6. Compare and contrast the use of facts versus the use of opinion in a persuasive speech. Which do you think is more powerful, and why? (4 marks)

Draw: Draw a colourful, inviting design for the new treetop library that Max is proposing, including a sign that uses a catchy slogan to attract visitors.



Extension challenge: Imagine you are a member of the Jungle Council who is strictly against the library project. Write a short paragraph (4-6 sentences) using formal, counter-persuasive language to argue against Max's plan. Consider the potential impact of noise or construction on the jungle environment.