

Persuasive Writing Masterclass with Kit the Fox

Learning objective: To identify and understand the key features and language techniques used in persuasive writing.

Read the front of each flashcard to test your knowledge of persuasive writing techniques. Flip to see the answer provided by Kit the Fox.

What is a 'Rhetorical Question'?

A question asked to make a point or create an effect rather than to get an answer.

What is 'Emotive Language'?

Words chosen to stir up strong feelings or emotions in the reader.

Give an example of the 'Rule of Three'.

Using three adjectives or phrases together to make a point more memorable (e.g., 'fast, efficient, and reliable').

What are 'Imperative Verbs'?

Bossy verbs that tell the reader what to do (e.g., 'Buy', 'Join', 'Discover').

What is 'Exaggeration' (Hyperbole)?

Making a claim seem much bigger or more extreme than it really is to grab attention.

What are 'Modal Verbs'?

Verbs that show possibility or necessity, such as 'must', 'should', 'could', or 'might'.

What is 'Alliteration' in persuasive writing?

Repeating the same sound at the start of adjacent words to create a catchy or memorable phrase.

Why do writers use 'Personal Pronouns' (like 'you' or 'we')?

To address the reader directly and make them feel personally involved in the argument.

What is the purpose of 'Evidence' or 'Facts'?

To make an argument sound more trustworthy and believable to the reader.

What is 'Tone' in a piece of writing?

The writer's attitude towards the subject, such as formal, urgent, or enthusiastic.