

Mastering the Art of Persuasion with Kit the Fox

Learning objective: To identify and apply persuasive techniques, including rhetorical questions, emotive language, and the 'rule of three', to influence an audience.

Read each question carefully. Use your knowledge of persuasive writing features to complete the tasks below. Remember to use formal but engaging language to convince your reader.

Kit the Fox is planning a campaign to save the Great Oak Forest. He needs your help to write a persuasive leaflet. Use the following questions to refine your writing skills and help Kit convince the town council that the forest must be protected for future generations.

Word bank: Rhetorical question · Emotive language · Rule of three · Hyperbole · Modal verbs · Direct address · Alliteration

1. Kit wants to start his leaflet with a rhetorical question to hook the reader. Write a rhetorical question that makes the reader think about the importance of protecting trees. (2 marks)

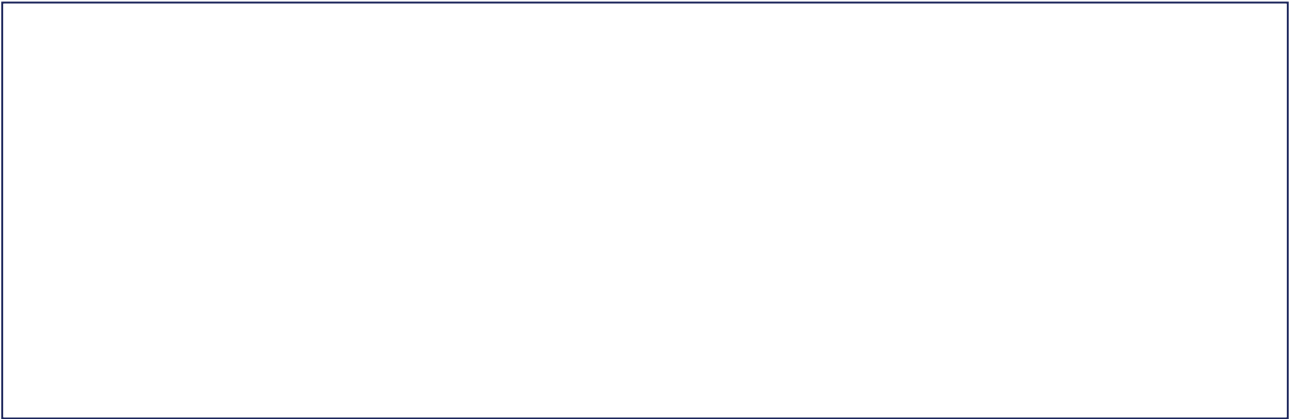
2. Identify and explain why using 'emotive language' (e.g., 'heart-wrenching', 'vibrant', 'devastating') is more effective than using plain, factual descriptions when trying to persuade someone. (2 marks)

3. Write a sentence using the 'rule of three' to describe the beauty of the Great Oak Forest. (Hint: Think about sights, sounds, or feelings). (2 marks)

4. Kit needs to suggest that the council **MUST act now. Rewrite this sentence using a strong modal verb to show necessity: 'The council should save the trees.' (1 mark)**

5. Imagine you are writing to a local shopkeeper asking for a £50 donation to help buy saplings. Write one sentence that uses both direct address and a persuasive adjective to encourage them to donate. (2 marks)

Draw: Draw a poster layout for Kit the Fox's campaign. Include a space for a powerful slogan, a clear call to action, and a small box illustrating an emotive image of the forest.



Extension challenge: Write a short paragraph (4-6 sentences) arguing why a local park should be kept open. Use at least one example of hyperbole and one rhetorical question to strengthen your argument.