

PERSUASIVE TEXTS 1

FACT AND OPINION

A fact is information that can be proved to be true. For example: 'Chocolate is made from cocoa beans.'

An opinion is one person's point of view. For example: 'You can't beat Belgian chocolate.'

Sometimes opinions are made to sound like facts - particularly when a writer is trying to persuade a reader.

ACTIVITY

- Read the advert below.
- Write out all the phrases that are opinions.

Tiger Chocolates are a blend of different moods.

Soft cream centres coated in milk chocolate

Will charm and sooth you,

Whilst the spicy nut centres

Surrounded in dark plain chocolate

Will take you to exotic worlds.

With ingredients from around the world,

Tiger Chocolates are the finest confectionery you'll ever taste.

The matt black box and amber ribbon

Hide a tempting combination of tastes.

They make the perfect gift – particularly to yourself.

There's a Tiger Chocolate to suit you – whatever your mood.

NOW - how many opinions did you find?

PERSUASIVE TEXTS 2

COMPARATIVES AND SUPERLATIVES

Adjectives describe things, e.g. a brave man.

Comparatives compare things, e.g. a braver man. Comparatives often end *-er*, but sometimes have the word *more* in front of the adjective, e.g. *more nervous*.

Superlatives state that something is the best, e.g. the bravest man. Superlatives often end *-est*, but sometimes have the word *most* in front of the adjective, e.g. *most nervous*.

ACTIVITY

- Read the advert below.
- Write out all the comparatives and superlatives.

THE SPOOKIEST OF HOLIDAYS

Fancy a holiday with a difference? Come and experience a most unusual holiday at Ghostly Manor. Nothing could be more exciting.

This sixteenth-century manor is teeming with the oldest and most respected ghosts in the country. Come and see for yourself.

Open throughout the coldest months of the year, we offer special weekend haunts, for the more daring holidaymaker. We doubt you'll find a holiday more spine-chilling at any time of year.

All bedrooms are fitted out to the highest standards, with creaking doors, the creepiest looking portraits and custom-built cobwebs. All designed so you'll have the worst night's sleep of your life.

NOW - how many comparatives and superlatives did you find?

PERSUASIVE TEXTS 3

REPETITION

Persuasive texts use the 'rule of three', where a statement or word is repeated three times to reinforce the message.

Remember Tony Blair in his speech about 'Education, education, education'?

Sometimes repetitions are used to make you remember a word or phrase. When you hear that repetition again in the future, you are likely to associate it with the product.

ACTIVITY

- Read the advert below.
- Write out all the phrases that are repetitions.

*Tiger Chocolates are a blend of different moods.
Soft cream centres coated in rich milk chocolate,
Rich milk chocolate that will charm and sooth you,
Whilst the spicy nut centres
Surrounded in that rich milk chocolate
Will take you to exotic worlds.
With finest ingredients from around the world,
Tiger Chocolates are the finest confectionery you'll ever taste.
The finest matt black box and amber ribbon
Hide a tempting combination of Tiger Chocolates.
Tiger Chocolates make the perfect gift – particularly to yourself.
There's a Tiger Chocolate to suit you – whatever your mood.*

NOW - how many repetitions did you find?

PERSUASIVE TEXTS 4

RHETORICAL QUESTIONS

Rhetorical questions are used in persuasive texts to make you think, but they do not require an answer.

ACTIVITY

- Read the advert below.
- Write out the rhetorical questions and what effect they have on you.

THE SPOOKIEST OF HOLIDAYS

Fancy a holiday with a difference? Come and experience a most unusual holiday at Ghostly Manor. Could anything be more exciting?

This sixteenth-century manor is teeming with the oldest and most respected ghosts in the country. You wouldn't want to miss it – would you?

Open throughout the coldest months of the year, we offer special weekend haunts, for the more daring holidaymaker. We doubt you'll find a holiday more spine-chilling at any time of year.

All bedrooms are fitted out to the highest standards, with creaking doors, the creepiest looking portraits and custom-built cobwebs. All designed so you'll have the worst night's sleep of your life. Do you want to be scared to death?

NOW - how many rhetorical questions did you find and what effect did they have on you?

PERSUASIVE TECHNIQUES - test yourself!

REMEMBER - PERSUASIVE TEXTS USE:

- REPETITION
- EXAGGERATION
- RHETORICAL QUESTIONS
- COMPARATIVES
- SUPERLATIVES
- FACTS
- OPINIONS

ACTIVITY

- Read the extracts below.
- For each one, identify the persuasive technique used.

1. *By donating a small amount every month, you will build security, build strength and build a future.*
2. *Come and experience a most unusual holiday at Ghostly Manor.*
3. *Open the door, start the engine and drive the world.*
4. *If you don't help, who will?*
5. *Throughout the coldest months of the year, this is open every day.*
6. *Spicy nut centres coated in plain dark chocolate.*
7. *The most ghostly holiday ever. You wouldn't want to miss it – would you?*
8. *They make the perfect gift – particularly to yourself.*
9. *The best flavour, the best crunch and the best price – ever!*
10. *Close the washing machine door and say goodbye to all your troubles.*

NOW - did you get all the different techniques right?