

**Task**

Look at the following texts, including any images. How do they try to persuade the reader? Make notes on the techniques each text uses.

**Text 1**

**Sale**

**HUNDREDS OF GARDEN PLANTS**

With an amazing 20% off

You can't afford to miss this offer

***MUST END WEDNESDAY!***



**Text 2**

Dear Editor,

The speed of cars travelling down Marsh Lane is outrageous! It is absolutely disgusting that the council, in their wisdom, decided against placing speed bumps in the road. Are they going to wait until an innocent child is killed? They need to act NOW!

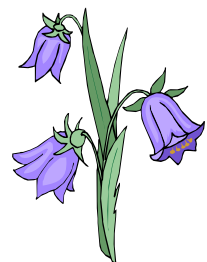
Yours

Worried walker

**Text 3**

**Beautiful Bluebell Wood**

You will find the most amazing sight on the road to Henley. Put on your wellies and enjoy a walk through a carpet of bluebells. The 3 mile walk is well signed and is suitable for all ages. You will pass by the river and there are benches along the way to stop and rest and savour the tranquil atmosphere.



The path is open on the early May Bank Holiday weekend, for three days, Saturday to Monday, 10.00 – 4.00 p.m.

All we ask is that you respect the countryside and keep your litter with you. We suggest a donation of £3 per person to go towards the upkeep of the picnic area where there will be a marquee serving free tea, coffee and squash.

Put the date in your diary.

Text 4

***Busy Bees Playgroup***

COME TO THE OPEN DAY

on

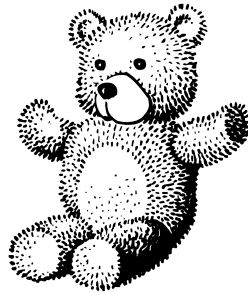
Monday 6<sup>th</sup> January

10.00 a.m – 12.00 noon

**Join in the fun! Children between the ages of 2 and 4 years can enjoy outdoor play, creative activities and listen to story-telling.**

Book your place **NOW**.

Ring 0121 For more information.



Text 5

**YOUR HELP IS URGENTLY NEEDED!**

**We find homes for unwanted pets.**

Sometimes owners are no longer able to look after their beloved pets and are desperate for them to find a loving replacement family. Our centre has trained people to advise prospective new owners on how to care for the pet and provide a welcoming environment.

This year the number of requests for help we have received has increased by 20%, as people are finding it harder to look after their pets if they lose their jobs, move house or simply change their circumstances.

Can YOU provide the care and love that these pets deserve?

**PLEASE help us carry on providing this essential service.**

**PLEASE help these pets.**



**Text 6**

**5 reasons to join the gym**

Can you think of 5 reasons to join your local gym?

We can ...



**1. Enjoy exercise and feel fitter**

Our gym has all the up-to-date equipment and plenty of it so you won't have to queue to use a machine. Qualified trainers are always on hand to offer advice and develop a fitness programme with you so that you can get the best out of the time you spend exercising.

**2. Meet new people**

We are a friendly club and our staff will always make time to welcome you.

**3. Take part in social outings**

The social club organises events for members including Christmas shopping trips, quizzes, summer barbecues and many more.

**4. Drink and eat at discounted prices**

The recently refurbished bar and café area provides healthy meals and snacks at subsidised prices.

**5. Benefit from exclusive offers**

Our shop sells sportswear at highly competitive prices, but members can also benefit from special and exclusive offers.

**So, what are you waiting for?**

## Suggested answers

### Text 1

The use of different fonts and sizes for the text is attractive. The word 'Hundreds' indicates that you will be spoilt for choice. The writer appeals by using direct address, and suggests that the offer is limited until Sunday. The exclamation mark together with the word 'amazing' emphasises what a good offer this is. The discount (20% off) is very persuasive. The picture immediately shows the reader what the advert is about.

### Text 2

The emotive vocabulary, 'outrageous' and 'disgusting' and 'innocent' persuades the reader to a point of view. The rhetorical question is persuasive. The sarcastic 'in their wisdom' contrasts the council with the 'innocent child', persuading the reader that the council is out of touch. The capital word 'NOW' and exclamation mark emphasise that this is urgent. The alliterative signature is catchy and makes the reader worry too.

### Text 3

The alliteration in the heading attracts the reader and although the vocabulary is descriptive it is also persuasive with words like 'amazing'. 'Wellies' makes it sound like it would be a relaxing informal walk. The metaphor 'carpet of bluebells' is effective and also the use of direct address and the offer of 'free' drinks is persuasive. Using imperatives makes the reader think they must come and the picture complements the text. The exclamation mark adds to the informal tone.

### Text 4

The alliteration in the name of the playgroup is catchy, and plays on the imagery that if your child comes to the playgroup they will be kept occupied. The playful font relates to the content and the important information about dates and times contrast in a plain font. The use of imperative verbs and the bold capital NOW adds emphasis and encourages the reader to take action quickly. The picture is chosen to appeal to the intended audience.

### Text 5

The use of red, underlined, bold text signifies that the pets are in danger without your help. The bold heading summarises the main message. The writer uses emotive vocabulary such as 'desperate' and 'loving' to appeal to the reader's feelings. The repetition of the 'please' is persuasive. The use of statistics such as '20% increase' gives the text authority, and shows that they are indeed an 'essential' service.

### Text 6

The numbered points make the information easy to access and there is further information under each point. The use of questions at the beginning and end are persuasive and engage the reader more. The picture illustrates the topic. The writer has used words associated with exercise such as 'qualified trainers' and 'fitness programme' as a persuasive device to create the impression of expertise.