

Persuasive Text

Persuasive text tries to get the reader to agree with the author's ideas or point of view.

Task 1

Happy Kiddies' Theme Park

Another boring week-end with the kids? Nowhere to go? Nothing to do but the same dreary things? Weekends will be endless fun when you and your family visit 'Happy Kiddies' Theme Park! There is so much to do and see! Take a boat trip on the Pirates' Lagoon, where before your very eyes you will be able to watch pirates at work, smuggling their booty and at war with their arch rivals. Don't forget to bring your swimming things, for a visit to Waves our indoor water park, complete with Lazy River, Jacuzzi Jungle and Super Slides. Somewhere not to be missed! Take the younger members of your family to Poppa's Pet Farm where they can cuddle cute bunnies and lambs and have rides on our playful ponies **FREE OF CHARGE**. Meanwhile, the teenagers can 'boogie on down' to live bands in the Kool Klub. Follow this by trying all our latest scary rides in the Pleasure Park and all the family will have had a day out to truly remember!



Read the passage which is taken from an advertising brochure for 'Happy Kiddies' Theme Park'.

1. What is the **purpose** of this piece of writing?

2. Pick out **four phrases** which make it seem persuasive.

3. **List** some of the **different activities** that are on offer for very young children, older children and teenagers.

4. Why is **FREE OF CHARGE** written in capital letters?

5. Who is the advert aimed at?

Task 2

Now write a short **advert** for one of the following in a **persuasive style**.

A Crinkly Crunch Bar

A Toy Robot

A Super Sports Car

A Furry Friend