

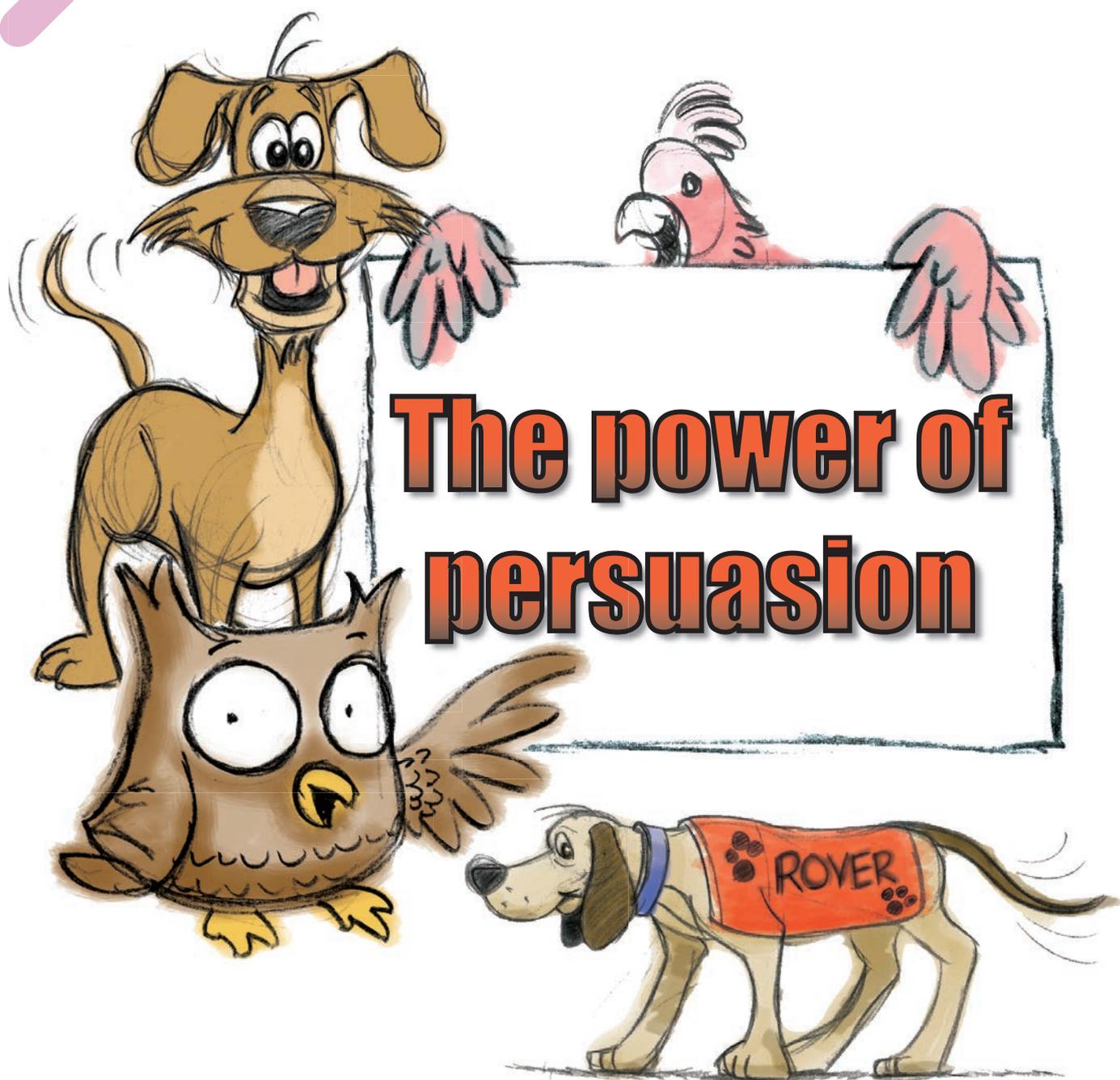
INTEGRATED

Persuasive Powers

The power of persuasion

Year 4

Activity Book 1



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Signposts

Look for signposts throughout the learning modules. They give instructions to help you with the learning activities.



Resource file – This signpost tells you to present your work in your file.



Record – This signpost tells you to record yourself speaking.



Reading – The reading signpost tells you to read from the suggested book.



Multimedia – The multimedia signpost tells you to use an audio CD, CD-ROM, video or DVD.



Presentation – The presentation signpost tells you to ask for help with deciding how you will present your learning, for example writing, artworks, sound recording, video, word processing, making a model, computer-based presentations.



Computer – The computer signpost tells you to use a computer or the internet.



Scissors – The scissors signpost tells you to cut out a page from the book.



Persuasive Powers



Persuasive Powers

1 The power of persuasion

In this module we will be looking at persuasive texts. A text is a piece of writing. A persuasive text is a piece of writing that is trying to persuade the reader into buying or thinking something. An advertisement is an example of a persuasive text. We use both the words 'ad' and 'advert' to refer to an 'advertisement'. In this module we will be looking at adverts in more detail.



Hello, I'm Hoot, the boobook owl. Whoooo are you?

Just like my name suggests, I love to read! In fact, around the bush I'm known as the wise old owl and the other animals come to me for advice. I'm good at helping others, and in this module I will help you too.

Before we begin you will need to complete your resource file contents page.



Persuasive Powers



!! Resource file

Many activities that you complete will need to be stored in your resource file. The work to be included in the file will be clearly marked with the following symbol.



To help organise your file, you will need to create a contents page. The contents page should show the title of the activity and what page it can be found on. Complete the contents page as you store a piece of work.

Hint: Think about how to present your work. Your resource file is a showcase of all your work. You will need to consider things such as:

- the neatness of your work
- the layout of your file
- the colours used.

Spend a few minutes setting up the page. Include the title, and try to include some features that suit the topic.

If you have access to a computer, you may use it to complete this task.



Persuasive Powers



1.2 Purpose of texts

People read and write texts for many different purposes.



You may ask yourself,
what is a text?

A text is any piece of writing.

A text could be a letter, a book, a recipe, a magazine article, an email, an ad, a note ...

Each time we read or write something it is for a purpose.

For example, the purpose of a bike manual might be to *instruct* you on how to look after your bike.

An invitation might be to *inform* you of an event.

An advert might be trying to *persuade* you to buy something.

Each type of text is written using different methods to get the message across to the reader.



The
purpose of the text
will determine the different
methods used.



Persuasive Powers

Look at the following list of text types and sort them into the correct category.

Note Some may fit into more than one category!

Text types

email	stories
newspaper	shopping list
letter	report
novel	recipe
poem	text message

Communicate	Entertain	Inform



Persuasive Powers



1.3 Persuade me

In this module we will be looking at persuasive texts. A persuasive text is a text that wants you to do something.

For example:

- A letter to the newspaper may be written to persuade people to change their point of view on something.
- An advert is written to persuade people to buy a product.

There are many types of persuasive texts. See if you can match the following extracts by drawing a line to the correct type of text it was taken from.

'Every time you smoke you are shortening your life.'

gym advert

'Small amounts can make a big difference.'

advert for cleaning product

'Would you like to be healthier, happier and fitter? Well you can! Join now to become the you you've always wanted to be!'

charity pamphlet

'A gripping story full of mystery and intrigue. It will hook you from the first page.'

health brochure

'Special offer today only! This product will change your life!'

blurb for a book



Persuasive Powers



1.4 Which one can it be?

Persuasive texts are all around you. Every day you will come across them, for example in the newspaper, in a magazine or on a billboard.

Read the following examples and see if you can identify which one is the persuasive text.

Text 1

Horses are animals of great power and beauty. They have been with humans throughout history. They have been used as transport, for work, in agriculture, combat and entertainment.

Horses have very good sense of hearing and smell, and sense of balance. In the wild, horses live in herds and use their senses to detect danger. They have a strong fight or flight instinct and will run away if they sense danger.

Today there are over 300 breeds of horses. Most horses are domesticated and only a few horses live in the wild. You can find many working horses such as a racehorse or a trusty mount, and there are plenty of companion animals as well.

Text 2

Brilliant bike for sale

Do you like riding fast with the wind in your face? You won't find a better deal anywhere! This bike is great value. In superb condition, this bike has racing stripes that feature on a lightweight frame, an extra comfy seat, multi-coloured spokes, and great brakes! So many features! This bike is almost the same as brand new! It's such great value!

Genuine reason for sale as owner is moving to live on a farm.

\$250 or nearest offer.

Call Danny now on 0491 570 156.



Persuasive Powers

Text 3

CUP CAKES

INGREDIENTS

125g butter

1 teaspoon vanilla essence

$\frac{3}{4}$ cup castor sugar

2 eggs

$\frac{1}{2}$ cup milk

$1\frac{1}{2}$ cups self-raising flour

paper cases

METHOD

Place paper cases on baking tray.

Combine all ingredients in a bowl. Beat until everything is combined.

Divide into paper cases.

Bake in a moderate oven for 20 minutes.



Did you identify that the ad for the bike is the persuasive text?



Persuasive Powers

Read the ad for the bike again and answer the following questions by shading the bubble of the correct answer.

For example, the bike:

is black

has stripes

is old

What is this text trying to do?

- sell me a car
- tell me about riding a bike
- sell me a bike
- tell me about racing.

This text is written as:

an advert

an email

a poem

a letter

This text is written for:

- a teacher
- the postman
- people who may be interested in buying a bike
- a tyre company.



Persuasive Powers

In this ad a question is asked but the answer is not provided. Can you find the question in the advert?



A question without an answer is called a rhetorical question.

Write down the question here.

How much is the bike?

- \$275
- \$250
- \$350

Why is the owner selling the bike?

- He doesn't like the colour.
- The bike has a lightweight frame.
- The wind gets in his face.
- The owner is moving.



1.5 Ad techniques

Ads are persuasive texts because they are trying to persuade you to:

- buy
- use
- want
- try

a product or service.

People who write ads often use certain techniques to try and persuade you. If you can recognise these techniques it can help you to identify a text as an ad.

Some of these techniques are:

- exclamation marks
- questions without answers
- repetition (words or phrases that are repeated so that they will stick in the reader's mind)
- exaggeration (when information is over the top)
- opinion (beliefs or points of view)
- facts (when information that can be proven to be true is given)
- appealing to your senses (smell, sight, taste, hearing, touch)
- humour
- listing the benefits or the qualities of the product
- 'special offers'
- slogans or catchphrases
- descriptive words
- emotive language.



Persuasive Powers

Return to the bike ad. See if you can find three of these techniques that have been used in the ad.

Write down the three techniques here.



Now let's look at
some of the techniques used
in ads in more detail.



Persuasive Powers



1.6 Rhetorical questions

In ads you will often find a question is asked but an answer is not provided.

These questions are often used in persuasive texts and are known as rhetorical questions. They don't require an answer. They are used to make you think about the product.

Read the following ad and highlight all the questions.

Do you dream of a tropical paradise? Would you like a holiday of a lifetime? Then come and experience the decadent luxury at Bella's Beach Bungalows.

This fabulous luxury resort offers well-appointed bungalows each with a private beachfront. Could anything be more wonderful?

Open all year round these luxurious bungalows and attentive staff make it a truly wonderful place to stay. So what are you waiting for? Book your stay now!



Now it's your turn to write some questions.

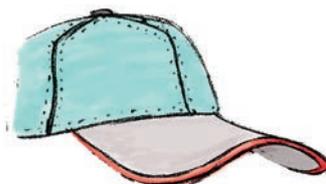


**Remember,
in an ad the
question does not
require an answer.**



Persuasive Powers

For each product write one question that could be featured in the advert to make people think about the product.





1.7 Descriptive words

Advert writers want to entice the reader, so they use lots of descriptive words. This means they use many adjectives.

Adjectives are describing words. An adjective describes a noun.

For example, the **colourful** balloon bobbed in the wind.

The adjective tells you the balloon is colourful.

A noun is a word that names people, places and things.

For example, **Danielle** read a **book** in the **park**.

Danielle is a noun because it names a person.

Book is a noun because it names a thing.

Park is a noun because it names a place.

Adjectives make your sentences more interesting.

Tip: An adjective usually comes before the noun.

For example, it was a **juicy** orange.

You can use more than one adjective if you need to.

For example, I ate a **delicious, juicy** orange.

Ads use adjectives to make their product or service seem interesting and exciting. The more descriptive an ad is, the more exciting it sounds to the audience.

Read the following ad and highlight all of the adjectives.

The first two have been done for you.



Persuasive Powers

Crazy Cola is a new cool drink that will make you crazy!

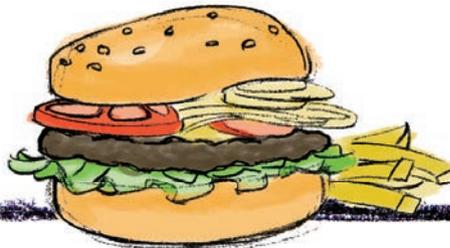
It is a fun drink that gives you a sweet mouthful of bubbly fizz every time you take a sip!

Crazy Cola is a yummy, sugary and refreshing drink that you will want to have every day!

So next time you want to feel crazy, grab an icy can of yummy Crazy Cola.



Now it's your turn to fill in the following adverts with adjectives of your choice. Remember, you want to entice the reader to buy the product.



Want to eat the _____ burger you've ever tasted?

Then you need to buy a Bonza burger! A Bonza burger is made with _____ meat and _____ salad! We use a _____ recipe that has been in our family for years!

When you bite into a _____ Bonza burger you will taste the _____ flavour and we guarantee you will never eat a _____ burger! If you hurry you can get a _____ shake for free with every burger purchased.



Persuasive Powers



New! New! New!

New on the scene, these _____ shoes will blow you away!
They have built-in _____ springs to help you bounce along!
They are made from _____ quality materials and come in a
range of _____ colours. The _____ springs
help make this shoe so much fun! Once you wear them you will never
want to take them off. So what are you waiting for? Run out and buy a
pair of these _____ shoes and bounce through your day!



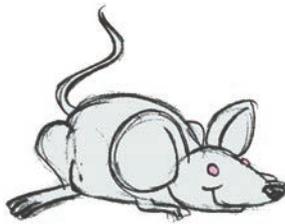
1.8 'Petsorama'

The owners of 'Petsorama' pet store need to come up with some adjectives to describe each of their new pets. To help them, you need to choose three adjectives for each pet from the list, or use some of your own ideas to describe each pet.

stripy, fluffy, friendly, wise, brown, grey, white, black, tabby, ginger, soft, silky, funny, cute, cuddly, energetic, hairy, smelly, adorable, messy, playful, loud, curious, loving, smart, soft, fast, small, happy, strong, dangerous, delightful, intelligent, spotty, sweet, mischievous, gorgeous, cheeky, small, active, sleepy, chatty, green, colourful, quiet, clean, bubbly, scaly



Persuasive Powers



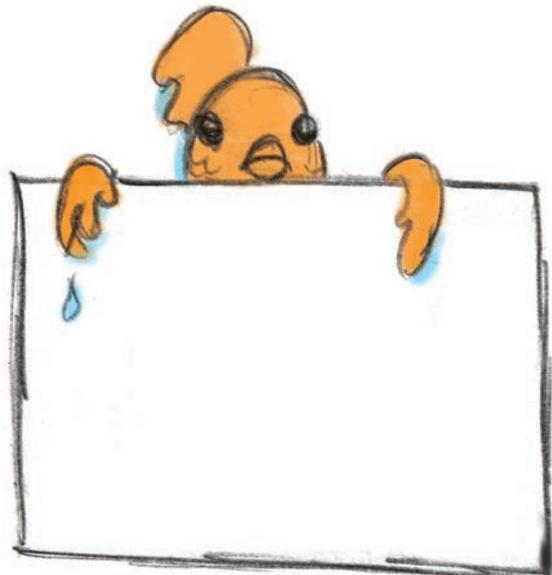
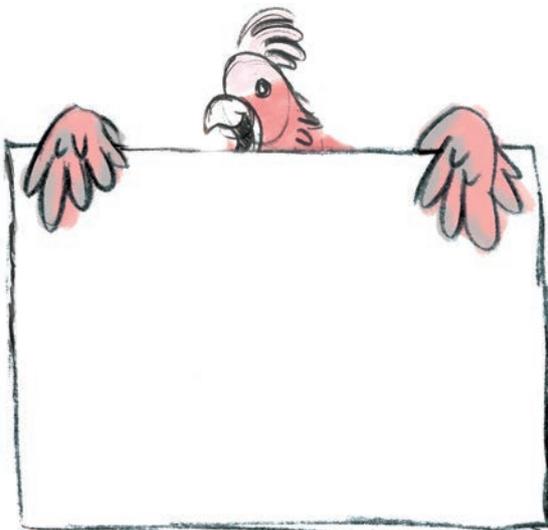
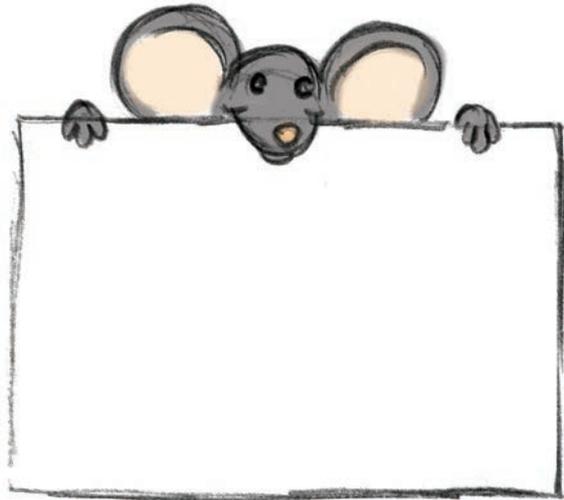
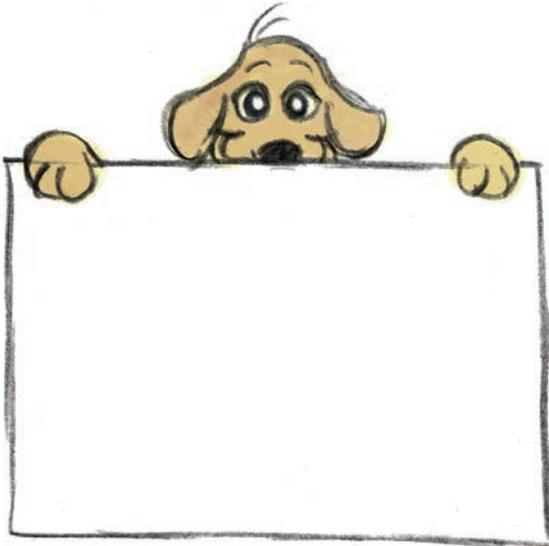
Using the adjectives you have chosen, write a sentence describing each pet that could be used in the pet store's ad.

For example,





Persuasive Powers





1.9 Exclamation marks

Ad writers often punctuate their sentences with exclamation marks to show excitement, surprise or force.

For example, 'This is a once in a lifetime offer!'

An exclamation mark shows strong emotion.

See if you can use the correct punctuation in the following sentences.

Remember:

- Exclamation marks are used at the end of the sentence to show excitement, surprise or force.
- A question mark is used to show you are asking something.
- A full stop shows that you have finished a sentence.

Janet is a great dancer

What time is it

My brother likes to play football

Where is the butter

Don't do that

Are you having a good time

That's a fantastic dress

Would you like to play a game

I will take the dog for a walk

Have you met my friend Kathy

Do you like broccoli



Persuasive Powers

'Ads-r-Us'

'Ads-r-Us' is an advertising agency that writes ads for many clients. They need help to rewrite some sentences to make the ads for these new products more exciting.

Rewrite the following sentences to make them more exciting by using an exclamation mark.

For example, a sentence may read 'It is a good offer'. To make the sentence more exciting, it can be rewritten 'This is a great offer!'



This drink has a nice flavour.



This phone works well.



The circus is a fun place to visit.



Persuasive Powers



Facts and opinions

Ad writers may use facts and opinions to try to persuade the reader into buying a product or service.

A fact is information that can be proven to be true. For example, 'We get milk from cows'.

An opinion is someone's point of view. For example, 'Chocolate milk is better than normal milk'.

Complete the following table of facts and opinions by writing next to each sentence 'F' for fact (something that can be proven to be true) or 'O' for opinion (someone's point of view).

The first one has been done for you.

Sentence	Fact or opinion?
Chickens have two feet.	F
Keeping animals in a zoo is cruel.	
A group of elephants is called a herd.	
Baby tigers are cute.	
Monkeys have flexible hands and feet.	
A fully grown African elephant can weigh more than 5 000 kilograms.	
A baby tiger is called a cub.	
We should help protect monkeys before they become extinct.	
Alligators can survive without eating for two to three years.	

Persuasive Powers



A fact about me is I have feathers.

Write one fact about yourself.



I think I am the greatest reader in the bush!

Write one opinion about yourself.

Hint: Think about what you like about yourself. What do you think you are good at?

Look at the following pictures. Write one fact and one opinion for each picture.

For example:



Fact	Opinion
The cat is black.	This cat is cuddly.



Persuasive Powers

Tip: When writing an opinion, it may help to consider the following questions:

What do you think about this?
Would you recommend this ?
What can you do with it?
How do you feel about it?



Fact	Opinion



Fact	Opinion



Fact	Opinion



Persuasive Powers



Is it really true?



They do this to make you want their product.

Sometimes it can be hard to tell if something is a fact or an opinion because the people who write the ads try to trick the reader by making an opinion sound like a fact.

Just because someone says it's true doesn't mean it is! This is why it is important to question what an ad is telling you.

When reading a text ask yourself: Can this be proven? Is this true all of the time? Is this a thought or an opinion?

Read the following text and then answer the questions below.

Do you like chocolate?

Are you trying to watch your weight?

Well, now you can have a yummy chocolate drink without worrying about the calories! Introducing ...

Choctastic Milk

Choctastic Milk is made from cocoa beans and 99 per cent fat free milk. This is what makes it taste so great and makes it good for you! Because everyone knows too much fat is not good for you.

So, go on, have a glass of Choctastic Milk. It's so good for you!

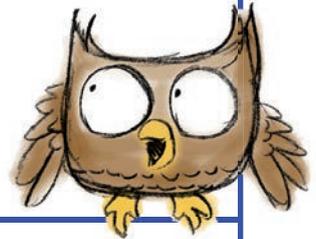




Persuasive Powers

Which of the following sentences is a fact?

- Do you like chocolate?
- Choctastic Milk is made from cocoa beans.
- So, go on, have a glass of Choctastic Milk.
- Everyone knows too much fat is not good for you.



Why does the ad say, 'Because everyone knows too much fat is not good for you'?

- to show they think people eat too much fat
- to explain what people believe
- to support their opinion that their product is good for you
- to make their product look bad.

Do you think the sentence, 'This is what makes it taste so great and makes it good for you!' is a fact or an opinion?

Fact

Opinion

Explain why you think this:



Persuasive Powers

Which of the following sentences is an opinion?

- Choctastic Milk is good for you.
- Choctastic Milk is made from cocoa beans.
- Choctastic Milk is made from 99 per cent fat free milk.
- So, go on, have a glass of Choctastic Milk.

Who do you think created this ad?

Why did they create this ad?



1.12 Exaggeration

Advert writers often take information and exaggerate or over-dramatise it in order to get their point across. This is called exaggeration.

For example, 'A holiday of a lifetime,' or, 'This will change your life forever!'

An exaggeration is when you say something is bigger or better than it actually is.

For example,



If I eat one more thing I will explode!



Persuasive Powers

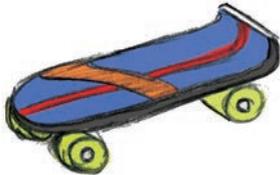
This is an exaggeration as the person won't really explode. They are emphasising how much they have eaten.

Complete the following sentences by making them into an exaggeration.

For example,



This fish is so big that you will need a truck to take it home!



This skateboard is so fast



My hair is so shiny



This food is so spicy



I have so much homework



Persuasive Powers

Many ads use exaggeration to make something sound better or worse than it really is.

The following ad uses exaggeration to tell the reader what the product does and why they must have it.

Read the ad then answer the questions by shading the bubble of the correct answer.

Dull, tired looking hair? Then you need Squeaky Clean!



We know you'll love Squeaky Clean so much you'll never use another brand of shampoo.

This shampoo will solve all your hair and scalp problems at once!

New Squeaky Clean contains Revalenoline, a new ingredient proven to revitalise and strengthen hair!

Use Squeaky Clean and all your dandruff will vanish. Your hair will be healthier than it's ever been. After just one use, all your friends will notice!

So what are you waiting for? Grab your bottle of Squeaky Clean today!

When will Squeaky Clean solve your hair and scalp problems?

tomorrow

at once

next week

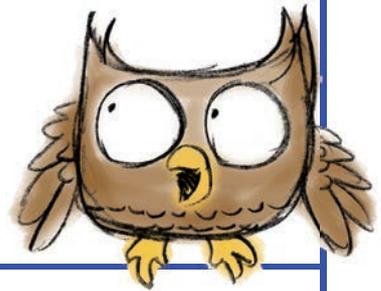
never



Persuasive Powers

What will happen to your dandruff?

- It will stay the same.
- It will get better.
- It will vanish.
- It will go away after three washes.



Revalenoline is proven to:

- make your hair squeaky clean
- make your friends notice your hair
- make hair shiny
- revitalise and strengthen hair.

Which sentence is an exaggeration?

- We think you may like this shampoo.
- We know you'll love Squeaky Clean so much you'll never use another brand of shampoo.
- We would like you to try Squeaky Clean and see if you like it.
- If you use Squeaky Clean your hair will be clean.



Persuasive Powers

Who do you think the ad was written for?

If you were looking to buy some new shampoo would you buy this product?

Yes

No

Write one sentence explaining why or why not.





Persuasive Powers



1.13 Repeated words

Ads often have repeated words or phrases that make the reader pay attention.

For example, 'Buy! Buy! Buy!'

Or a word or phrase will be repeated throughout so that you are more likely to remember it.

Read the following ad and underline the product name in blue.

Find the repeated sentence and underline it in red.

When you're outside or in the sun

Slather-up Sunscreen is the one.

Slather-up Sunscreen protects you from the sun's harmful rays

in so many different ways!

Slather-up Sunscreen is the one.

using it is so much fun!

Slather-up Sunscreen is easy to apply

and it's not very expensive for you to buy.

Slather-up Sunscreen comes in a fun squishy packet

and when you squeeze it, it will make a fun racket!

Slather-up Sunscreen is the one!

Remember to get some (tell your MUM)!





Persuasive Powers

How many times did the advertiser use the product's name?

Why do you think they did this?

How many times did the advertiser use the phrase 'Slather-up Sunscreen is the one'?

The writer of this advert has used another technique to make people remember it. Can you name it?

Why do you think the people who wrote the ad say it is 'fun to apply' and it is 'not very expensive'?



Persuasive Powers

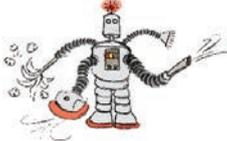


1.14 Slogans and catchphrases

A slogan or catchphrase is a short phrase that is memorable and expresses an idea about a product or company. A good slogan or catchphrase is hard to forget because it appeals to a person's emotions or sense of pride. A slogan or catchphrase will often mention the product's name or the benefits of the product, and will quite often use humour.

Look at the products and slogans in the following table.

Complete the table by writing your response to each slogan. Consider what each slogan makes you think of or how it makes you feel.

Product	Slogan	Your response
 dog coats	Danny's delightful dog coats	
 cereal	Makes you a winner!	
 shampoo	Healthy and shiny = happy and confident	
 vacuum cleaner	Save time and money when you clean with a Brunny!	
 running shoes	Go for it!	



Persuasive Powers

Practise writing some slogans for the following items.



Choco-licious (chocolate bar)



Wake up (cereal)



Bright Eyes (sunglasses)



Persuasive Powers



1.15 'Space Stars!'

Universal computers have just released a new computer game.

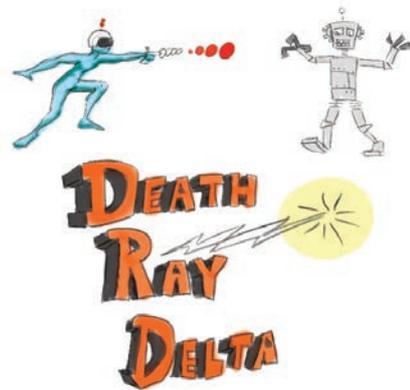
Want to save the universe?

Then you will love playing Space Stars!

Space Stars is an exciting new game where you get to defend the Earth from alien space attacks! The realistic graphics make you feel as though you're really in space! The action-packed scenarios will blow you away! Use your quick reflexes and problem-solving skills to outsmart the aliens.

Space Stars is so much fun! With challenging issues and exciting gameplay, Space Stars will keep you busy for hours!

Available at your nearest computer shop.



Universal computers are looking to have their ads noticed by more kids. So they have decided to come up with a catchphrase that will appeal to kids and create some posters to put around the town.

Your task is to write a new catchphrase for the game 'Space Stars' and design and make a poster to advertise the game. On your poster you will need to include:

- a catchphrase or slogan
- details about the game
- where it is available.





Persuasive Powers

Before you begin think about:

- What is the product you are selling or promoting?
- Who is your audience?
- Why should they buy it?
- How can you make the product memorable?
- Make an offer or provide a reason to buy it. For example, 'buy one, get one free'.
- What types of things will grab kids' attention so they will read the poster?

To begin, write down some ideas for your poster and catchphrase here.



To make a poster use a blank sheet of A3 paper.



Hint:
Remember the name
of the product needs to be
attractive and easy to read, so
this is usually in larger
writing.

Create your poster. When you are finished place a copy in your resource file.

If you have access to a computer you may use it to complete this task.



1.16 Emotive language

Often words are used in ads to stir an emotion or feeling in the reader.

For example, an ad selling a cat might say, 'How can you resist taking this helpless bundle of fur home?'

By using the word 'helpless', the advertiser tries to make you feel as though the animal cannot take care of itself and needs your help.

If an advertiser wants to make the reader feel positive about their product, they use positive words such as 'exciting', 'fantastic', 'beautiful'.

If an advertiser wants to make the reader feel negative about something, they use negative words such as 'expensive', 'messy', 'disgusting', 'boring'.

Read the following extract from a pet brochure and circle the words you think are emotive (that make you feel something).

You can't beat a cat for a pet! Cats are loveable, cuddly animals. They are so easy to care for and make a nice quiet pet. They are not dirty and smelly like a dog, nor do they beg for food or make lots of mess. Unlike a dog, you don't have to wash or walk a cat, and when they snuggle up on your lap and purr, you feel really special.

How does this extract make you feel?

You may feel one way, but other people may feel differently. How do you think a dog lover would feel about this text?



Persuasive Powers

Write down one word used in the extract which is designed to make you feel negative about dogs.



Write down one word used in the extract which is designed to make you feel positive about cats.



1.17 Benefits and special offers

In order to persuade the reader, an ad will give many reasons to buy or use the product. Ads will include all the benefits of using the product.

For example, an advertisement for shampoo might say, 'It cleans in half the time', or, 'Your hair will be healthy and shiny'.

An ad may also have a special offer to further entice the reader.

For example,

- 'Two for the price of one'.
- 'Hurry, limited time only'.
- 'Buy one shampoo and get one conditioner for free'.

By seeing all of the product's benefits, the reader can imagine having the product and the benefits it will bring them.

For each of the following products, write one benefit the advertiser could use when selling it and one special offer they could include.

Persuasive Powers



Think about:

- what the product does
- why people need the product
- how it will benefit them
- what special offer will make people buy it or use the service.

Product or service	Benefit	Special offer
 Head phones for an MP3 player		
 Lovely Lemonz Lollies		
 Billy's dog washing service		



Persuasive Powers



1.18 Powerful words list

Adverts use many descriptive and powerful words. These words can also be used in many other forms of persuasive writing.

Now you are going to make and keep a list of powerful words so that you can use them in your own writing.



1. Take a piece of A4 paper.
2. Put the title 'Powerful words' at the top.
3. Write down at least five words you have already come across that you would like on your list.
4. Place the list in your resource file. When you come across a powerful word add it to the list.



Let's
start your own
list of powerful
words.



Here are some
words you might like
to add.

splendid	amazing
essential	gorgeous
fantastic	marvellous
should	superb
incredible	stunning
must	



Persuasive Powers



1.19 Technique challenge



We have looked at many of the techniques that are used in adverts to persuade people to buy something.

Test your knowledge of what you have learnt in this two-part ad technique challenge!

First challenge

In the first challenge, you need to draw a line to match each technique to its correct description.

Technique	Description
repetition	catchy phrase
question without an answer	words that are used to try and make the reader feel a certain emotion
exaggeration	rhetorical question designed to make the reader think about a product or service
emotive language	someone's point of view
fact	information that is over the top
slogan	repeating ideas or words
opinion	information that can be proven to be true



Persuasive Powers

Second challenge

In the second challenge, see if you can identify the technique that has been used in each example of writing.

Write the correct technique in the table.

Choose from the following techniques:

fact, repetition, opinion, exclamation, rhetorical question, slogan, emotive language, exaggeration.

Example	Technique
'Tired of being the one left out?'	
'There are poor, helpless children who suffer every night as they are forced to do mountains of homework.'	
'Dogs have four legs.'	
'Use "Pimplo" and your pimples will disappear like magic!'	
'You don't want to miss this offer! If you miss this, you miss out!'	
'What a fantastic offer!'	
'Four out of five people say "Pimplo" is the best!'	
'Visit Ocean Park for a great day. You won't be able to stay away!'	



1.20 Party leaflet

'Party Land' is a new venue where kids can go to have their birthday parties. The owners of 'Party Land' have decided to make a leaflet to advertise their new themed birthday parties.

Your task is to use your knowledge of ads to create a leaflet. To do this you will cut out the sentences on the following pages and glue them into the appropriate places on the leaflet design.



Step 1

Choose a slogan or question for the leaflet that will grab peoples' attention.

Cut it out and glue it into Section 1 on the leaflet.



Step 2

Choose three or four pieces of information to be included. Think about the type of information which would be best to entice the reader to have their party at 'Party Land'.

Cut out the ones you want and glue them into Section 2.



Step 3

Choose a special offer to entice the readers.

Cut out the one you want and glue it into Section 3.



Persuasive Powers



Choose contact details that you think would work best.

Cut out the one you want and glue it into Section 4.



Decorate the leaflet with drawings or pictures that would attract the reader and help send the right message about the parties.



Check each section of your leaflet to see if it contains this information.

Information	Tick
a slogan	
a question	
some ideas about activities you can do	
a sentence about the food	
a special offer to make you want to have your party there	
contact details which have a phone number included	



Persuasive Powers

Do you think the choices you made have created an effective leaflet for 'Party Land'?

Yes No

Explain why:



Place the completed leaflet in your resource file.



Persuasive Powers



Persuasive Powers

Section 1 Slogan or question

Choose one of the following options.



Party, party, party!

It's Party Land time!

At Party Land your birthday will be grand!

Would you like a special birthday party?

How do you want to spend your birthday?

Want to have fun?



Persuasive Powers



Persuasive Powers

Section 2 Information

Choose three or four of the following sentences.



You will have a good time!

You and your friends will have a fantastic time!

We will set up and clean up for you.

We'll do all the work for you!

Don't make a big mess.

We have many different party themes to choose from.

The food is okay.

We have yummy party food!

There are so many fun things to do!

Choose from many fun activities!

We have face painting, juggling, making balloon animals, jungle gym and much more for you to do!

We have a few things for you to do.



Persuasive Powers



Persuasive Powers

Section 3 Special offer

Choose one of the following options.



Book by the end of the month to receive a free birthday cake!

Pay for one party; get the second at half-price!

Have your party here and receive a free birthday card.

Section 4 Contact details

Choose one of the following options.



Look us up in the phone book.

Contact us on 1800 975 707 to book your party!

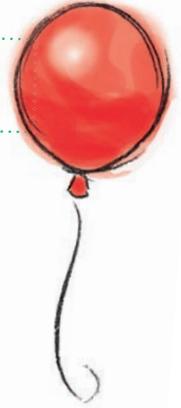
Call us today.



Persuasive Powers

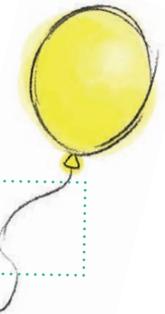


Section 1



At Party Land:

Section 2:



Section 3



Section 4



Persuasive Powers



Persuasive Powers



1.21 Writing an advert

'Ads-r-Us' need help. They have so many new products they have not had time to write all the ads for an upcoming issue of *Whiz Bang*, the new magazine for kids.

They are fast approaching the deadline for ad submissions. To help them make the deadline, you need to write a short ad to persuade people to buy one of the products.

Choose one of the products below.

A new type of:

lolly

chocolate

shoe

computer game

toy

musical instrument

Use the following steps to help you write your ad.

Remember to think about:

- What you are trying to do (for example, persuade kids to buy the product).
- Who the ad is aimed at (the audience of kids).
- How are you going to persuade people to buy this product?
- How will you make your ad interesting? (For example, use of pictures or colour.)



The product I have chosen is:

Give your product a name.



Persuasive Powers



Step 2

List three features (or good points) about your product that may appeal to the audience.

For example, for Bella's Beach Bungalows, you might mention the following features:

- the beach
- the weather
- the luxury.

My product	
Feature 1	
Feature 2	
Feature 3	



Step 3

Think about all the adjectives that may help to describe each of the features you have listed.

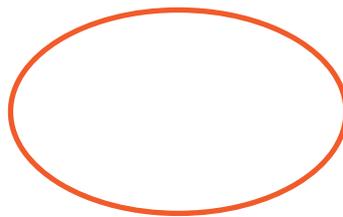
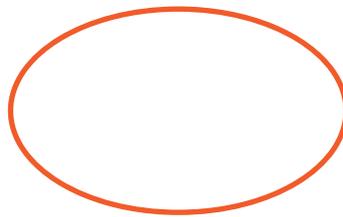
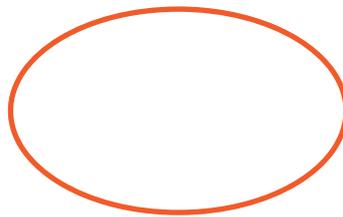
For example, for the beach, you might include some of the following adjectives.

sandy golden windswept
sunny beach private
deserted breezy peaceful hot



Persuasive Powers

In each bubble, write a product feature. Then brainstorm all the adjectives you can think of that describe the feature and write them around the outside of the bubble.





Persuasive Powers



Think about the techniques you can use in the ad to appeal to the audience, such as:

- exclamation marks
- rhetorical questions (questions without answers)
- repetition (words or phrases that are repeated so that they will stick in the reader's mind)
- exaggeration (when information is over the top)
- opinions (beliefs or points of view)
- facts (when factual information is given)
- appealing to the senses (smell, sight, taste, hearing, touch)
- humour
- listing the benefits or the qualities of the product
- 'special offers'
- slogans or catchphrases
- descriptive words
- emotive language.

Now write down the techniques you would like to use in your ad.

- _____
- _____
- _____



Persuasive Powers



Step 5

Write a draft of your ad.



Step 6

Edit your ad by using the following checklist.

My Ad	Yes	No
I've given my product a name.		
The ideas are in a logical sequence.		
My ad will get people interested.		
I've used descriptive adjectives.		
I've checked to see if I can substitute more interesting words.		
I've used some persuasive techniques (eg questions, exaggeration).		
I've checked the spelling.		
My sentences begin with capital letters.		
Every sentence is finished with a full stop, question mark or exclamation mark.		
I've checked to see if there is any information that can be deleted.		

Persuasive Powers



You may also choose to create your ad using a computer.



Create your final ad onto the *Whiz Bang* page.

Hint: You may like to use different colours and include a picture.



Evaluate your ad.

Question				Comment
Is my ad easy to follow?				
Would this ad make kids want to buy the product?				
Did I use some persuasive techniques?				
Could I improve this ad?				



Place your advert in your resource file.



Whiz Bang!
magazine



Persuasive Powers



Persuasive Powers

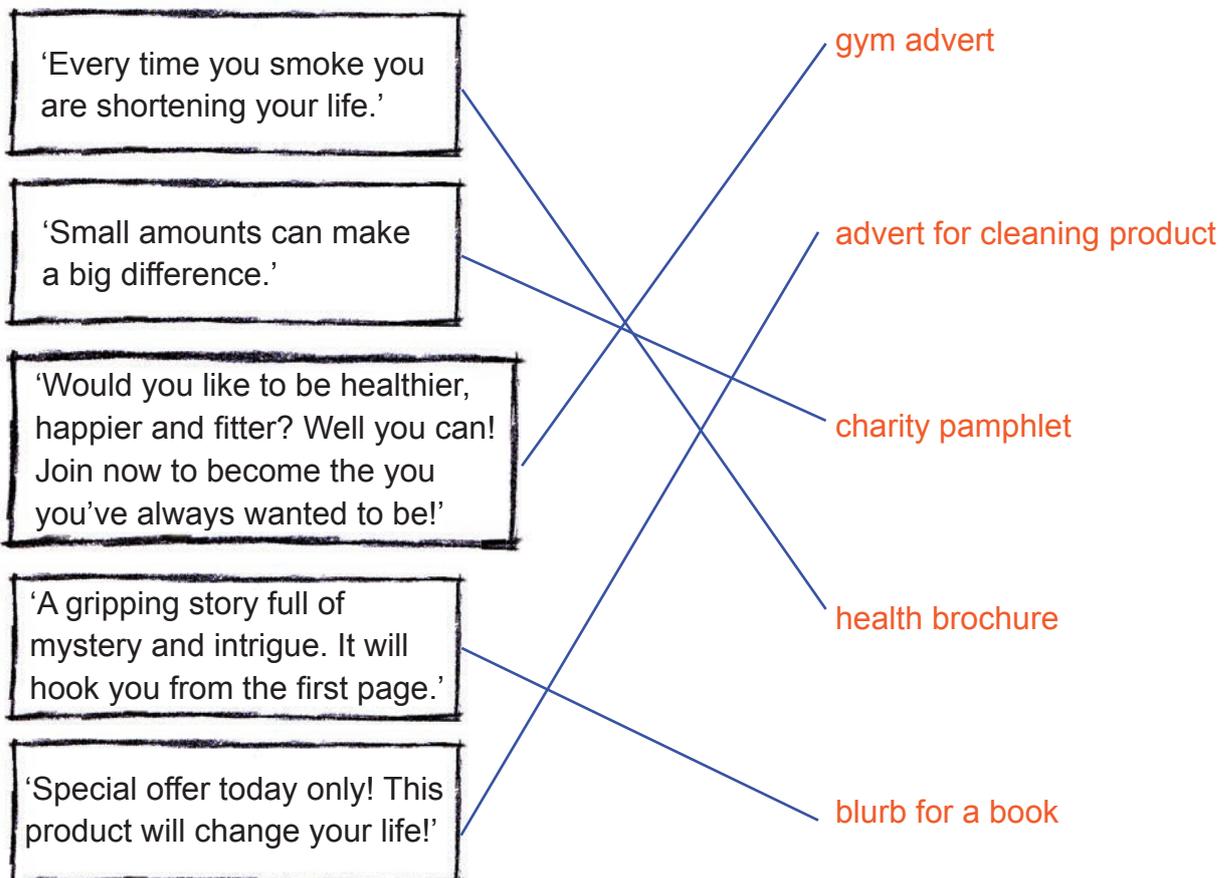


1 The power of persuasion

1.2 Purpose of texts

Communicate	Entertain	Inform
email	newspaper	email
letter	novel	newspaper
text message	poem	shopping list
	stories	report
		recipe

1.3 Persuade me





Persuasive Powers

1.4 Which one can it be?

Read the ad for the bike again and answer the following questions by shading the bubble of the correct answer.

For example, the bike:

is black

has stripes

is old

What is this text trying to do?

- sell me a car
- tell me about riding a bike
- sell me a bike
- tell me about racing.

This text is written as:

an advert

an email

a poem

a letter

This text is written for:

- a teacher
- the postman
- people who may be interested in buying a bike
- a tyre company.



Persuasive Powers

In this ad a question is asked but the answer is not provided. Can you find the question in the advert?

Write down the question here.

Do you like riding fast with the wind in your face?

How much is the bike?

\$275

\$250

\$350

Why is the owner selling the bike?

He doesn't like the colour.

The bike has a lightweight frame.

The wind gets in his face.

The owner is moving.

1.5 Ad techniques

Return to the bike ad. See if you can find three of these techniques that have been used in the ad.

The techniques used are: humour, questions, exclamation marks, repetition, exaggeration, opinions.



Persuasive Powers

1.6 Rhetorical questions

Read the following ad and highlight all the questions.

Do you dream of a tropical paradise? Would you like a holiday of a lifetime? Then come and experience the decadent luxury at Bella's Beach Bungalows.

This fabulous luxury resort offers well-appointed bungalows each with a private beachfront. Could anything be more wonderful?

Open all year round these luxurious bungalows and attentive staff make it a truly wonderful place to stay. So what are you waiting for? Book your stay now!



For each product write one question that could be featured in the advert to make people think about the product.

Answers will vary. Some examples are:



Would you like shiny, healthy hair?



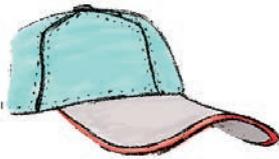
How would you like to eat the best ice-cream you'll ever taste?



Persuasive Powers



How do you tell the time?



Does your hat really protect you from the sun?

1.7 Descriptive words

Read the following ad and highlight all of the adjectives.

Crazy Cola is a **new cool** drink that will make you **crazy**!

It is a **fun** drink that gives you a **sweet** mouthful of **bubbly** fizz every time you take a sip!

Crazy Cola is a **yummy, sugary** and **refreshing** drink that you will want to have every day!

So next time you want to feel **crazy**, grab an **icy** can of **yummy Crazy** Cola.





Persuasive Powers

Now it's your turn to fill in the following adverts with adjectives of your choice. Remember, you want to entice the reader to buy the product.

Answers will vary. Some examples are:



Want to eat the **tastiest** burger you've ever tasted? Then you need to buy a Bonza burger! A Bonza burger is made with **juicy** meat and **fresh** salad! We use a **special** recipe that has been in our family for years! When you bite into a **big** Bonza burger you will taste the **amazing** flavour and we guarantee you will never eat a better **burger!** If you hurry you can get a **delicious** shake for free with every burger purchased.



New! New! New!

New on the scene, these **cool** shoes will blow you away! They have built-in **metal** springs to help you bounce along! They are made from **high** quality materials and come in a range of **cool** colours. The **bouncy** springs help make this shoe so much fun! Once you wear them you will never want to take them off. So what are you waiting for? Run out and buy a pair of these **great** shoes and bounce through your day!



Persuasive Powers

1.8 'Petsorama'

Answers will vary. Some examples are:



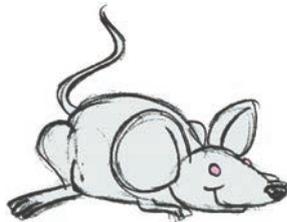
fluffy
brown
curious



adorable
friendly
playful



colourful
chatty
cheeky



quiet
small
soft



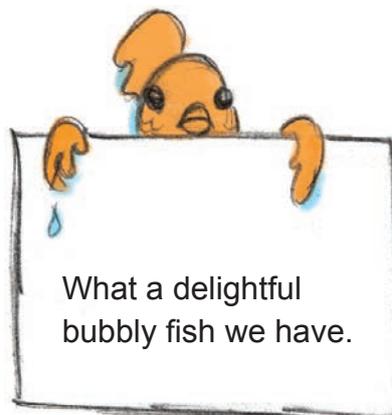
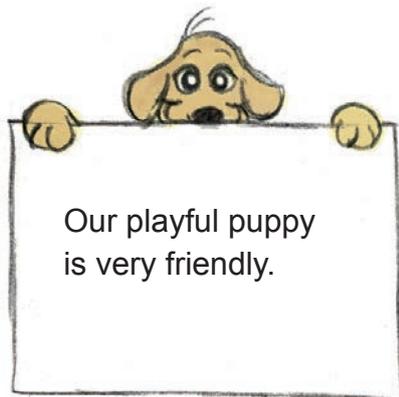
bubbly
fast
delightful



Persuasive Powers

Using the adjectives you have chosen, write a sentence describing each pet that could be used in the pet store's ad.

Answers will vary. Some examples are:



1.9 Exclamation marks

See if you can use the correct punctuation in the following sentences.

Janet is a great dancer!

What time is it?

My brother likes to play football.

Where is the butter?

Don't do that!

Are you having a good time?

That's a fantastic dress!

Would you like to play a game?

I will take the dog for a walk.

Have you met my friend Kathy?

Do you like broccoli?

'Ads-r-Us' needs help to rewrite some sentences to make the ads for these new products more exciting.

Rewrite the following sentences to make them more exciting by using an exclamation mark.



This drink has a nice flavour.

This drink has a fantastic new flavour!

Persuasive Powers



This phone works well.

This phone works so well you won't believe it!



The circus is a fun place to visit.

This circus is the most exciting place you can visit!

1.10 Facts and opinions

Sentence	Fact or opinion?
Chickens have two feet.	F
Keeping animals in a zoo is cruel.	O
A group of elephants is called a herd.	F
Baby tigers are cute.	O
Monkeys have flexible hands and feet.	F
A fully grown African elephant can weigh more than 5 000 kilograms.	F
A baby tiger is called a cub.	F
We should help protect monkeys before they become extinct.	O
Alligators can survive without eating for two to three years.	F



Persuasive Powers

Write one fact about yourself.

Answers will vary. Some examples are:

I am nine years old.

I have brown hair.

Write one opinion about yourself.

Answers will vary. Some examples are:

I think I'm good at footy.

I make the best pancakes.

Look at the following pictures. Write one fact and one opinion for each picture.

Answers will vary. Some examples are:



Fact	Opinion
The hat is blue.	This hat looks really cool.



Fact	Opinion
This phone makes calls.	This phone works better than the other brands.



Fact	Opinion
The dog has four legs.	He is fun to play with.



Persuasive Powers

1.11 Is it really true?

Which of the following sentences is a fact?

- Do you like chocolate?
- Choctastic Milk is made from cocoa beans.
- So, go on, have a glass of Choctastic Milk.
- Everyone knows too much fat is not good for you.

Why does the ad say 'because everyone knows too much fat is not good for you'?

- to show they think people eat too much fat
- to explain what people believe
- to support their opinion that their product is good for you
- to make their product look bad.

Do you think the sentence 'This is what makes it taste so great and makes it good for you!' is a fact or an opinion?

Fact

Opinion

Explain why you think this:

Answers will vary. An example is:

Because the ad is trying to tell you the product is good for you but it doesn't give any facts that can be proven true.



Persuasive Powers

Which of the following sentences is an opinion?

- Choctastic Milk is good for you.
- Choctastic Milk is made from cocoa beans.
- Choctastic Milk is made from 99 per cent fat free milk.
- So, go on, have a glass of Choctastic Milk.

Who do you think created this ad?

Company that makes Choctastic Milk.

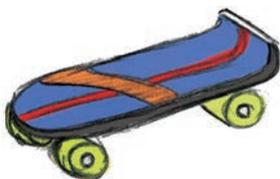
Why did they create this ad?

To sell the milk.

1.12 Exaggeration

Complete the following sentences by making them into an exaggeration.

Answers will vary. Some examples are:



This skateboard is so fast
I feel like I'm flying.



My hair is so shiny
you can see your reflection in it.



Persuasive Powers



This food is so spicy
it will knock your socks off.



I have so much homework
that I will be doing it for years!

Read the ad then answer the questions by shading the bubble of the correct answer.

When will Squeaky Clean solve your hair and scalp problems?

tomorrow

at once

next week

never

What will happen to your dandruff?

It will stay the same.

It will get better.

It will vanish.

It will go away after three washes.

Revalenoline is proven to:

make your hair squeaky clean

make your friends notice your hair

make hair shiny

revitalise and strengthen hair.



Persuasive Powers

Which sentence is an exaggeration?

- We think you may like this shampoo.
- We know you'll love Squeaky Clean so much you'll never use another brand of shampoo.
- We would like you to try Squeaky Clean and see if you like it.
- If you use Squeaky Clean your hair will be clean.

Who do you think the ad was written for?

Answers will vary. An example is: People with dandruff.

If you were looking to buy some new shampoo would you buy this product?

Answers will vary. An example is:

Yes

No

Write one sentence explaining why or why not.

I would buy this shampoo to see if it really did make my hair healthy.



Persuasive Powers

1.13 Repeated words

Read the following ad and underline the product name in blue.

Find the repeated sentence and underline it in red.

When you're outside or in the sun

Slather-up Sunscreen is the one.

Slather-up Sunscreen protects you from the sun's harmful rays

in so many different ways!

Slather-up Sunscreen is the one.

using it is so much fun!

Slather-up Sunscreen is easy to apply

and it's not very expensive for you to buy.

Slather-up Sunscreen comes in a fun squishy packet

and when you squeeze it, it will make a fun racket!

Slather-up Sunscreen is the one!

Remember to get some (tell your MUM)!



How many times did the advertiser use the product's name? six

Why do you think they did this? So the reader remembers the product's name.

How many times did the advertiser use the phrase 'Slather-up Sunscreen is the one'? three

The writer of this advert has used another technique to make people remember it. Can you name it? The ad rhymes.

Persuasive Powers



Why do you think the people who wrote the ad say it is ‘fun to apply’ and it is ‘not very expensive’?

Answers will vary. An example is:

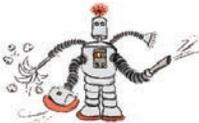
Because they are trying to persuade you to buy the product.

1.14 Slogans and catchphrases

Look at the products and slogans in the following table.

Complete the table by writing your response to each slogan. Consider what each slogan makes you think of or how it makes you feel.

Answers will vary. Some examples are:

Product	Slogan	Your response
 dog coats	Danny's delightful dog coats	Dogs will be nice and cosy in the cold weather.
 cereal	Makes you a winner!	If I eat this cereal I will win and be successful.
 shampoo	Healthy and shiny = happy and confident	I will have shiny hair and feel more confident about myself.
 vacuum cleaner	Save time and money when you clean with a Brunny!	I will be able to use a Brunny and clean much faster.
 running shoes	Go for it!	I can have a go at anything if I'm wearing these shoes.



Persuasive Powers

Practise writing some slogans for the following items.

Answers will vary. Some examples are:



Choco-licious (chocolate bar)

Choco-licious is delicious.



Wake up (cereal)

Wake up to a brand new day.



Bright Eyes (sunglasses)

Bright light? Then wear Bright Eyes.



Persuasive Powers

1.16 Emotive language

Read the following extract from a pet brochure and circle the words you think are emotive (that make you feel something).

You can't beat a cat for a pet! Cats are loveable, cuddly animals. They are so easy to care for and make a nice quiet pet. They are not dirty and smelly like a dog nor do they beg for food or make lots of mess. Unlike a dog, you don't have to wash or walk a cat, and when they snuggle up on your lap and purr, you feel really special.

How does the extract make you feel?

Answers will vary.

You may feel one way, but other people may feel differently. How do you think a dog lover would feel about this text?

I think a dog lover would be upset or annoyed about it or maybe it would make them laugh.

Write down one word used in the extract which is designed to make you feel negative about dogs.



The following words are correct: dirty, smelly, beg, mess.

Write down one word used in the extract which is designed to make you feel positive about cats. The following words are correct: loveable, cuddly, easy, quiet, snuggle, purr, special.





Persuasive Powers

1.7 Benefits and special offers

For each of the following products, write one benefit the advertiser could use when selling it and one special offer they could include.

Answers will vary. Some examples are:

Product or service	Benefit	Special offer
 Head phones for an MP3 player	Listen to your music without disturbing others.	With each pair of headphones you will receive one entry into our competition.
 Lovely Lemonz Lollies	Makes your mouth lemon-fresh.	Buy one packet and get another for half-price.
 Billy's dog washing service	Get a clean, groomed dog without any of the hassle.	With every dog wash receive a free nail trim for your pet.

1.19 Technique challenge

First challenge

Draw a line to match each technique to its correct description.

Technique	Description
repetition	catchy phrase
question without an answer	words that are used to try and make the reader feel a certain emotion
exaggeration	rhetorical question designed to make the reader think about a product or service
emotive language	someone's point of view
fact	information that is over the top
slogan	repeating ideas or words
opinion	information that can be proven to be true



Persuasive Powers

Second challenge

Identify the technique that has been used in each example of writing.

Example	Technique
'Tired of being the one left out?'	rhetorical question
'There are poor, helpless children who suffer every night as they are forced to do mountains of homework.'	emotive language
'Dogs have four legs.'	fact
'Use "Pimplo" and your pimples will disappear like magic!'	exaggeration
'You don't want to miss this offer! If you miss this, you miss out!'	repetition
'What a fantastic offer!'	exclamation
'Four out of five people say "Pimplo" is the best!'	opinion
'Visit Ocean Park for a great day. You won't be able to stay away!'	slogan



Persuasive Powers



Persuasive Powers



Overview

Year 4: Persuasive Powers

Western Australian Curriculum

Year 4 English

Content strands	
Language	
Literature	
Literacy	

Content Descriptions	
Language	
Language Variation and Change	
Understand that Standard Australian English is one of many social dialects used in Australia, and that while it originated in England it has been influenced by many other languages (ACELA1487)	
Language for Interaction	
Understand that social interactions influence the way people engage with ideas and respond to others for example when exploring and clarifying the ideas of others, summarising their own views and reporting them to a larger group (ACELA1488)	
Understand differences between the language of opinion and feeling and the language of factual reporting or recording (ACELA1489)	
Text Structure and Organisation	
Understand how texts vary in complexity and technicality depending on the approach to the topic, the purpose and the intended audience (ACELA1490)	
Understand how texts are made cohesive through the use of linking devices including pronoun reference and text connectives (ACELA1491)	
Recognise how quotation marks are used in texts to signal dialogue, titles and quoted (direct) speech (ACELA1492)	
Identify features of online texts that enhance readability including text, navigation, links, graphics and layout (ACELA1793)	

Expressing and Developing Ideas	
Understand that the meaning of sentences can be enriched through the use of noun groups/phrases and verb groups/phrases and prepositional phrases (ACELA1493)	
Investigate how quoted (direct) and reported (indirect) speech work in different types of text (ACELA1494)	
Understand how adverb groups/phrases and prepositional phrases work in different ways to provide circumstantial details about an activity (ACELA1495)	
Explore the effect of choices when framing an image, placement of elements in the image, and salience on composition of still and moving images in a range of types of texts (ACELA1496)	
Incorporate new vocabulary from a range of sources into students' own texts including vocabulary encountered in research (ACELA1498)	
Phonics and Word Knowledge	
Understand how to use knowledge of letter patterns including double letters, spelling generalisations, morphemic word families, common prefixes and suffixes and word origins to spell more complex words (ACELA1779)	
Read and write a large core of high frequency words including homophones and know how to use context to identify correct spelling (ACELA1780)	
Understand how to use phonic knowledge to read and write multisyllabic words with more complex letter combinations, including a variety of vowel sounds and known prefixes and suffixes (ACELA1828)	
Literature	
Literature and Context	
Make connections between the ways different authors may represent similar storylines, ideas and relationships (ACELT1602)	
Responding to Literature	
Discuss literary experiences with others, sharing responses and expressing a point of view (ACELT1603)	
Use metalanguage to describe the effects of ideas, text structures and language features of literary texts (ACELT1604)	
Examining Literature	
Discuss how authors and illustrators make stories exciting, moving and absorbing and hold readers' interest by using various techniques, for example character development and plot tension (ACELT1605)	

Understand, interpret and experiment with a range of devices and deliberate word play in poetry and other literary texts, for example nonsense words, spoonerisms, neologisms and puns (ACELT1606)	
Creating Literature	
Create literary texts that explore students' own experiences and imagining (ACELT1607)	
Create literary texts by developing storylines, characters and settings (ACELT1794)	
Literacy	
Texts in Context	
Identify and explain language features of texts from earlier times and compare with the vocabulary, images, layout and content of contemporary texts (ACELY1686)	
Interacting with Others	
Interpret ideas and information in spoken texts and listen for key points in order to carry out tasks and use information to share and extend ideas and information (ACELY1687)	
Use interaction skills such as acknowledging another's point of view and linking students' response to the topic, using familiar and new vocabulary and a range of vocal effects such as tone, pace, pitch and volume to speak clearly and coherently (ACELY1688)	
Plan, rehearse and deliver presentations incorporating learned content and taking into account the particular purposes and audiences (ACELY1689)	
Interpreting, Analysing, Evaluating	
Use comprehension strategies to build literal and inferred meaning to expand content knowledge, integrating and linking ideas and analysing and evaluating texts (ACELY1692)	
Identify characteristic features used in imaginative, informative and persuasive texts to meet the purpose of the text (ACELY1690)	
Read different types of texts by combining contextual , semantic, grammatical and phonic knowledge using text processing strategies for example monitoring meaning, cross checking and reviewing (ACELY1691)	
Creating Texts	
Plan, draft and publish imaginative, informative and persuasive texts containing key information and supporting details for a widening range of audiences, demonstrating increasing control over text structures and language features (ACELY1694)	

Re-read and edit for meaning by adding, deleting or moving words or word groups to improve content and structure (ACELY1695)	
Write using clearly-formed joined letters, and develop increased fluency and automaticity (ACELY1696)	
Use a range of software including word processing programs to construct, edit and publish written text, and select, edit and place visual, print and audio elements (ACELY1697)	

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