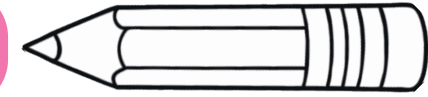


Persuasive Leaflets



Does your persuasive leaflet include...

| | |
|--|--|
| a clear title that tells the reader the topic of the leaflet and gives an idea of the viewpoint? | |
| an introduction that shows your point of view? | |
| strong arguments with evidence or justification? | |
| short sentences in the present tense? | |
| opinions presented as facts? | |
| only one side of an argument discussed? | |
| cause and effect conjunctions? | |
| images to support your arguments? | |
| exaggeration? | |
| emotive language? | |
| persuasive devices? | |
| rhetorical questions? | |
| a conclusion which sums up the main arguments? | |

Rhetorical Questions

- Can you imagine...?
- Is it right that...?
- Have you ever considered...?
- Did you know...?
- Would you like to...?
- Why should...?

Persuasive Devices

| | | |
|----------------------|----------------------|-----------------------|
| modal verbs | modal adverbs | emotive language |
| facts and statistics | rhetorical questions | powerful exclamations |
| repetition | exaggeration | alliteration |

Sentence Starters

- | | |
|--------------------------------|--|
| It can also be said that... | Anyone can see that... |
| Another important point is... | Unfortunately, many people do not realise... |
| Without a doubt... | For these reasons... |
| It is important to remember... | It is undeniable that... |

Cause and Effect Conjunctions

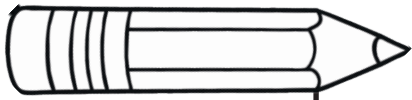
- due to owing to so as a result of resulting in thanks to
 for because hence similarly consequently on account of

- accordingly
- therefore
- since
- whereas

Leaflet Layouts

Leaflets are usually designed in columns with pictures and sometimes graphs or statistics scattered throughout the text to help keep the reader interested.

In a persuasive leaflet, remember to use pictures and information that will support your argument and convince the reader of your point of view.



Key Features

rhetorical questions

alliteration

emotive language

exaggeration

modal verbs

modal adverbs

facts and statistics

repetition

exclamations

cause and effect conjunctions

Join Our Campaign for New Playground Equipment!

How would you like to play with the same equipment every playtime, every lunchtime, every single day?



This leaflet is here to convince you that now is the time to support our campaign for new playground equipment at our school. It is imperative that you get behind this campaign for the happiness and wellbeing of the children of this community.

New playground equipment would have immeasurable benefits for

the children of this school. The positive impact would be monumental!

Do you really want to deny these children the opportunity to grow, develop and learn during their break times?

The current contents of the playground cupboard are atrocious and absolutely must be replaced. Items are tired, old and many are even broken. Consequently, many children resist going outside at breaktime, therefore missing out on fundamental exercise and fresh air.



UNICEF research has shown that outdoor play is vital for children's physical and mental health.

New, exciting, innovative playground equipment would certainly bring a new lease of life to the playtimes of all the children in the school hence the urgency of this campaign. How could anyone wish to deny that?

Everyone must see that this is a cause worth fighting for! Without a doubt, new playground equipment would have an overwhelmingly positive effect on the lives of children at our school. For these reasons, it is vital that you support this campaign and join our movement to achieve positive play for all pupils.