

Persuasive Writing Activity – Promote a Holiday Resort



Checklist for Success

Ensure that you include all the follow elements in your advertisement and check the tick boxes.

Heading and slogan

General information and facts:

Where is it? What does it look like?

Why is it unique and special?

What is included in the package... duration and pricing.

Draw the reader in (hook):

Everyone agrees that..., we all know that..., At long last! What you have been waiting for!

Imperative sentences:

In this way the readers feel as if you are speaking directly to them.

Come and experience it for yourselves and change your life forever!

Activities:

What can you see, what can you do?

Emotive Language:

Choose powerful adjectives

Superlatives:

Describe things as the *most* ...(to make it sound like the best place ever)

Rhetorical Questions:

Do you ever dream of...? Would you like to...?

Prepositional phrases:

To help answer the key questions of *where, when, how, what, which* and *whose*.

Using prepositional phrases in your writing helps you to sound more convincing.

Alliteration:

e.g. *stroll slowly by the sparkling sea*

Memorable closing statement

