



What makes good persuasive writing?

★ Let's investigate some of the words and phrases that would help make your writing persuasive and be useful when writing an advert.

Weasel words

Weasel words are used to make you think everything is absolutely wonderful. They are boastful and they exaggerate the claims you are making. Below, the weasel words are boastful adjectives, describing the things in the School of Wizardry. Take a look at some examples:



We provide **remarkable** education.
Our curriculum has **outstanding** classes.
The choice is **unrivalled**.
Our school is **exceptional**.
We have **highly qualified** professors.
Enjoy our **stunning** curriculum.
Up-to-the-minute equipment.
Beautifully decorated classrooms.
The **most divine** school dinners.

Here are some more adjectives that can be used to be boastful. If you're unsure about what some of them mean, find out the definition. You could ask someone else in your home to tell you, use a dictionary or search the internet.

astounding	astonishing	breathtaking	sensational
awesome	spectacular	extraordinary	unbelievable
wondrous	amazing	staggering	incredible



The 'fill the gaps' game

Let's try to use our weasel words in another advert. Choose a boastful adjective to fill in the gaps below. Make our Wizard Hotel sound wonderful!

Come along to the _____ Wizard Hotel. The view is _____, with _____ skies and _____ scenery. The _____ rooms are _____. You can laze by the pool and enjoy _____ service from our _____ staff.

★ Why not have some fun? Swap the weasel adjectives for negative ones that make the hotel sound terrible! I've done the first one for you.



Come along to the crumbling Wizard Hotel. The view is _____, with _____ skies and _____ scenery. The _____ rooms are _____. You can laze by the pool and enjoy _____ service from our _____ staff.

★ Writing tip: Using these boastful adjectives in a sentence of three can be very powerful. Take a look at this from the text:



We also have up-to-the-minute equipment, beautifully decorated classrooms and the most divine, freshly cooked school dinners.

Have a go at finishing this one for the Wizard Hotel:

The wizard hotel has

Weasel phrases

As well as weasel words, there are also persuasive weasel phrases in the school advert. These draw you in by speaking to you personally and try to make you believe everything the writer is telling you. They make you feel like you must do what the writer says or have what they are offering. Look at the ones below.



Places are highly sought after.

We can guarantee ...

You won't find ... like this anywhere else!

You'll be the envy of ...



Try using some of them to write some sentences about our Wizard Hotel. I've done one for you. Remember to speak directly to your reader by using the word *you*.

We can guarantee you the best holiday ever!

Add in imperative (bossy) verbs

Telling your reader what to do in a bossy way is a much-used persuasive technique. For this you use imperative verbs that get straight to the point. Advertisers love them because they instruct the reader to do something.

Study with the best!

Don't miss out on ...

Come along to ...

Learn new skills ...

Enjoy our stunning curriculum ...

Study here ...

Apply now ...

★ Take a look at the passage below and underline all the bossy verbs you can find.



Join our happy crew of wizard teachers and fly into a wonderful career. Watch children grow under your expert teaching. Enjoy all the amazing resources our school has to offer. Listen to the happy chatter of your students as they engage in your marvelous lessons. Be amazing! Be the best! Be with us!



Asking leading questions to your reader

Asking questions directly to your reader is another weaselly technique to draw them in to what you are saying. It tries to make the reader think or act in a certain way. For example:

Are you a budding wizard?
Do you long to be the finest wizard in all the land?
What are you waiting for?

What other questions might you ask someone, if you were persuading them to come to YOUR school? Use the Are you... Do you... starters and what, why and when question words. For example:

Why go anywhere else?

Do you want to be the best writer in primary school?


