

A tropical beach scene at sunset. The sky is a warm, golden yellow, and the sun is low on the horizon, casting long shadows of palm trees onto the sand. In the distance, a lighthouse is visible on a small island or point of land. The overall atmosphere is peaceful and inviting.

The Power of Persuasion!

How to create a  
Holiday Brochure.

Day 1

Persuasive Writing - I can  
identify persuasive vocabulary

How many persuasive techniques  
can you remember from last  
week?

Write down as many as you can  
in 1 minute.

Task 1 - Read the *Amazing Mountain Resorts* information sheet.

- Highlight the adjective words and phrases used that make it sound appealing.
- Circle where facts and figures have been used.
- Underline any questions asked.

Who is the intended audience? What makes you think this?

Would this brochure persuade you to go on this type of holiday?

Explain your answer and provide reasons.

# Persuasive writing - I can identify persuasive vocabulary



Ever fancied going to the mountains for a holiday? Well here is an article trying to persuade you to do just that! Spot the techniques the author has used to try to persuade you.

- Highlight the adjective words and phrases used that make it sound appealing.
- Circle where facts and figures have been used.
- Underline any questions asked.

## Summer in The Alps

The Alps in summer remain one of the best kept secrets for nature lovers and families. With plenty to keep you busy, the more active person will find a great choice of exhilarating activities, whereas those in search of a more relaxing stay can discover the unspoilt environment, stunning scenery and glorious sunshine. The astounding beauty of the mountains is hard to beat with their dramatic skyline of rugged peaks, crystal clear mountain lakes and green meadows. What more could anyone ask for?



### Activities

Some resorts offer up to 40 different activities for adults and children of all ages alike. There are plenty of alpine rivers and lakes, covering some 35,000 hectares, which provide an endless playground for those of you who love water.



### Walking/hiking

Do you want to experience the mountains from a substantial height? The ski lifts take you higher up the mountain without wearing yourself out. There are many hiking trails with signposts to keep you on track. Be dazzled by the breath taking views with many opportunities to take photographs to impress your family and friends. The walks also offer many opportunities to rest your legs for a well-deserved break at a cafe selling delicious light lunches and cakes. With 2 national parks, 6 natural regional parks there are plenty to choose from.

### White water rafting

Lakes ~~Leysin~~ (Geneva), Annecy and Bourget are ~~popular~~ spots for water sports. Rediscover your sense of adventure (and what it's like to be soaked to the skin!) with a white water rafting experience in an inflatable six to eight person raft. You'll start by being kitted out with all the equipment, before a full safety briefing and instruction in rafting techniques. Then an experienced guide will take you onto the water for a series of runs down the breathtaking twists, turns and drops of the rushing mountain rivers. It's an adrenaline-fuelled, exhilarating and unforgettable experience.



So what are you waiting for?

A tropical beach scene at sunset. The sky is a warm, golden yellow, and the sun is low on the horizon, casting long shadows of palm trees onto the sand. In the distance, a lighthouse is visible on a small island or headland. The overall atmosphere is peaceful and inviting.

The Power of Persuasion!

How to create a  
Holiday Brochure.

Day 2

Persuasive Writing - I can identify words to persuade and recognise the intended audience.

What information do people want to know when choosing a holiday destination?



Look at the following extract, work out how it attempts to persuade the reader.

Think about:

The intended audience (young/old/families or single travellers)

How it tries to persuade you

If possible, print out the next page and text mark. Underline words of persuasion, **circle** words which identify the intended audience and highlight or shade emotive language.

# What would encourage you to visit Crete?

## **Crete**

One of the Greek Island's most famous villa holiday destinations; Crete essentially caters for every taste. Yet while its better-known resorts are equipped for tourism and busy nightlife, vast areas remain beautifully untouched. Among the many reasons to holiday in Crete are its lively cities, shopping havens, historical sites, endless beaches and natural curiosities. Our villas are set near quiet coves, secluded beaches and invigorating mountain villages steeped in traditional Greek life, culture, charm and pure romance.



## Crete

Superlatives

Appealing to both young and old  
Something for everyone

One of the Greek Island's most famous villa holiday destinations, Crete essentially caters for every taste. Yet while its better-known resorts are equipped for tourism and busy nightlife, vast areas remain beautifully untouched. Among the many reasons to holiday in Crete are its lively cities, shopping havens, historical sites, endless beaches and natural curiosities. Our villas are set near quiet coves, secluded beaches and invigorating mountain villages steeped in traditional Greek life, culture, charm and pure romance.

Exciting

Emotive Language

Beautiful Picture to  
show and persuade you.



# Which words are used to enhance the nouns?

## **The great outdoors**

There are countless things to do and see in Crete. Walks, climbs, drives and rides take you across striking plateaux, dramatic mountains and stunning seascapes. When you choose a villa holiday on this Greek Island, you can discover local customs and traditions; try new sports or simply soak up the stunning natural environment and its amazing views from snow-capped mountains to glistening bays. Swimming, water sports, fishing, diving and snorkelling are in abundance around Crete's coastline. Climbing and caving are also a popular way to explore the island's world-famous local gorges.

**Who do you think the intended audience  
is and why?**

**What words are used to enhance the  
nouns?**

## **Hit the beach**

You'll find an endless number of beautiful sandy and coloured pebble beaches bordering Crete's coastline - many awarded with the Blue Flag for cleanliness and safety, and ideal for a family holiday. Pretty secluded coves lapped by clear warm seas are dotted across Crete; while the larger and busier villa holiday resorts and bays offer waterfront bars, tavernas and every day amenities ideal for families. The island also provides practical seaside facilities, including sun umbrellas – as well as lifeguards in peak season to watch over visitors on the beach and in the water.

SO... how can YOU persuade  
your audience?

# Emotive Words

These arouse strong feelings in the reader and encourage them to read on. For

Example:

*The new Ariston FM51R built-in oven is styled in Italy, with a **brehtaking** stainless steel and mirror glass finish.*

# Directive Language

This gives instructions or orders. In this way, the readers feel as if you are speaking directly to them.

For Example:

*Come and experience Crete for yourselves,  
and change your life forever.*



# Rhetorical Questions

These are questions that are directed at the readers, but do not require answers. Again the readers feel as if they are being spoken to directly.

For Example:

*Visit King Minos' Palace at Knossos to see where Theseus made his way through the labyrinth to slay the legendary half-man, half-bull monster The Minotaur.  
Can you face the challenge?*

# Persuasive Words or Phrases

These will make your audience think that they should either agree with your point of view or else be seen as unreasonable.

For Example:

Obviously, without a doubt, undeniably, surely, definitely, certainly etc.

# Personal Pronouns

When you use personal pronouns such as:

**We, us, you.**

You are trying to involve the reader directly.

# Repetition

If you say something just once, it can be easily forgotten so, if you have a certain message to get across, try to ensure that you say it more than once.

Remember your presentational  
devices!

Headings  
Sub-headings  
Paragraphs  
Bullet Points  
Bold Type  
Exclamation Marks  
Photographs

A tropical beach scene at sunset. The sky is a warm, golden yellow, and the sun is low on the horizon, casting long shadows of palm trees onto the sand. In the distance, a lighthouse is visible on a small island or point of land. The overall atmosphere is peaceful and inviting.

The Power of Persuasion!

How to create a  
Holiday Brochure.

Day 3

Persuasive Writing - I can gather  
information.

# Watch the clip

<https://www.youtube.com/watch?v=eMgu04LH7aA>



Write down all the activities you can see taking place in the clip.

Who is the intended audience for each of the activities?



Use  
[www.swiggle.org.uk](http://www.swiggle.org.uk)  
to research  
Orlando in greater  
detail.

Complete the  
recording sheet  
adding as much  
information as you  
can.

I can gather information

## Orlando

<u>Weather/Climate</u>
<u>Food and Drink</u>
<u>Things to do</u>
<u>Things to see</u>
<u>Culture, people and traditions</u>
<u>Wildlife</u>
<u>Any other information</u>

A tropical beach scene at sunset. The sky is a warm, golden yellow, and the sun is low on the horizon, casting long shadows of palm trees onto the sand. In the distance, a lighthouse is visible on a small island or point of land. The overall atmosphere is peaceful and inviting.

The Power of Persuasion!

How to create a  
Holiday Brochure.

Day 4

Persuasive Writing - I can write to persuade (holiday brochure).

**Orlando.** Why should we go there?

Read through the pdf, identifying a variety of persuasion techniques.

## Persuasive Writing

- **Advertisements**



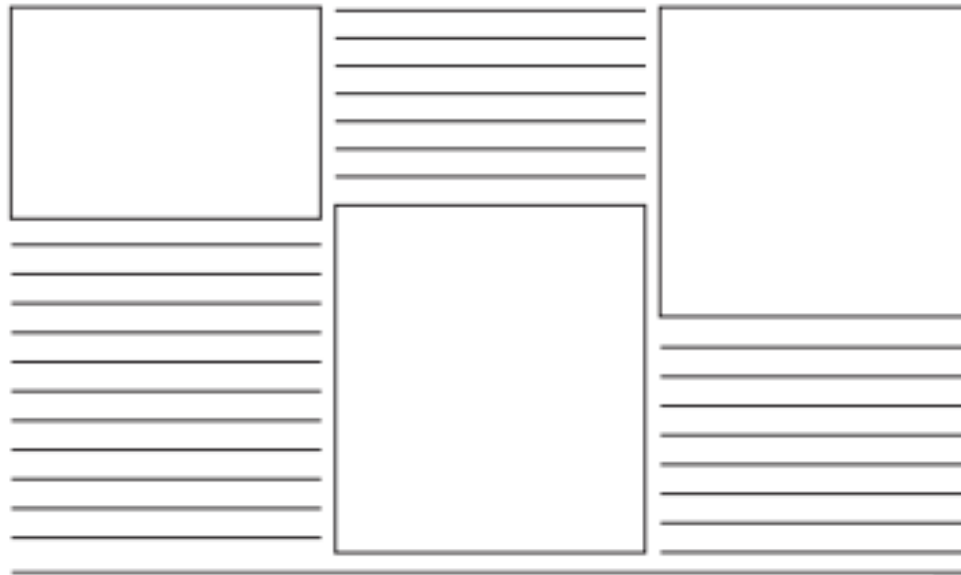
**Barbados – The  
island of relaxation!**

Refer back to the notes you made in previous session and your magpie map from last week.

Begin to apply persuasive techniques to convert your notes from yesterday into sentences.

Start your brochure.

You can use the template provided or you may choose to fold a piece of A4 paper into 3.



A tropical beach scene at sunset. The sky is a warm, golden yellow, and the sun is low on the horizon, casting long shadows of palm trees onto the sand. In the distance, a lighthouse is visible on a small island or point of land. The overall atmosphere is peaceful and inviting.

The Power of Persuasion!

How to create a  
Holiday Brochure.

Day 5

Persuasive Writing - I can write to persuade (holiday brochure).

Continue your brochure using some of the persuasive features identified over the last couple of weeks.



Can you include:

- A rhetorical question
- Alliteration
- Repetition
- Bossy verbs (imperatives)
- Superlatives
- Facts and opinions
- Emotive language
- A catchy slogan
- Pictures or labelled diagrams

## Success criteria for writing a persuasive holiday brochure



- Rhetorical question/s
  - Superlatives
- Imperative verbs (bossy verbs)
  - Alliteration
  - Repetition
  - Emotive language
  - Catchy slogan
- Include pictures &/or labelled diagrams
  - Capital letters & full stops
- Group related information in paragraphs e.g. Places to visit, things to do & see etc.
  - Grammatically correct
  - Neat, joined handwriting