**CHECKLIST: PERSUASIVE WRITING.**

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| Features of persuasive advert | Advert(s) chosen \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| What sort of **persuasive writing** is it?  e.g. letter, poster/flyer, travel brochure, advert, catalogue, book blurb etc. |  |
| Is there a **snappy slogan**? That’s Asda Price  (alliteration, play on words, rhyme) |  |
| Is it in the **present tense**? |  |
| Does it use **tempting descriptions of benefits**?  e.g. soft, strong, filling, quick cleans etc. |  |
| Does it use **Intriguing questions**? (e.g. How do you eat yours?, rhetorical questions). |  |
| Does it use **exaggeration**?  e.g. the nations favourite. |  |
| Does it use **appealing adjectives**?  e.g. only the crumbliest flakiest chocolate tastes like chocolate never tasted before. |  |