

Writing to Persuade

Read through this persuasive leaflet for the Vote for Badger campaign and underline the features in the colours shown.

Imperative Verbs	Considered Repetition	Adverbials	Rhetorical Questions
These tell your reader what to do. They help to get the message across clearly.	How many times has Badger or their promises been mentioned in this text?	These help to engage your reader and persuade them that what you're saying is true.	These are questions which make your reader feel like you're talking directly to them.

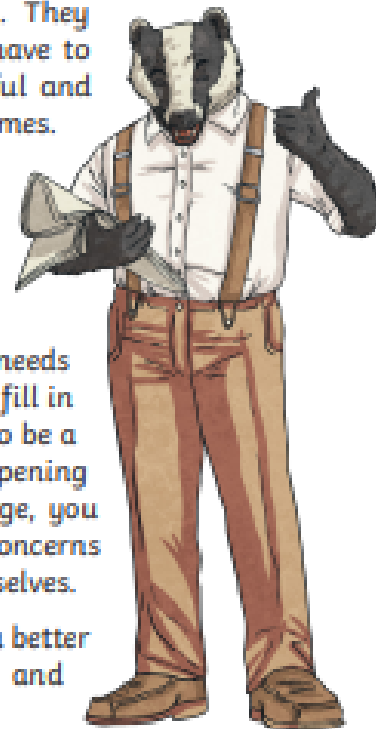
Vote for Badger

At the next election, you have a vital choice to make. For too long, this area has been ruled by the tyrant, Fox. It's time for a change. Make that change happen by voting for Badger.

Having lived in this constituency since they were a cub, Badger understands the needs of this town better than anyone. They remember the days when animals wouldn't have to scavenge for scraps because food was plentiful and they are determined to return us to those times. Having worked closely with locals, Badger has set out a plan which will revolutionise the way that we interact with each other and the land around us.

Badger believes in putting you first. Imagine that you have an issue which you feel needs addressing. At the moment, you would need to fill in a form and wait several weeks only for there to be a slim chance of one of Fox's advisors actually opening your letter and replying. With Badger in charge, you will receive regular opportunities to air your concerns with public meetings chaired by Badger themselves.

Remember: a vote for Badger means a vote for a better world for your children; a better way of life and a better tomorrow.



You wouldn't want to vote for anyone else, would you?