

Persuasive power

Student booklet



6

English

Queensland Comparable
Assessment Tasks
(QCATs) 2011

Given name:

Family name:

School:

Setting the scene: Group discussion

Persuasive texts are used to influence others in several ways: to support a point of view, to sell products and services and to promote particular actions and behaviours.

Writers and speakers use different persuasive language and visual devices to get their message across to a target audience.

Language devices include:

- evaluative language, including adjectives, to appeal to emotions
- repetition of sounds, words or images to support messages
- pronouns (I, you, we) to directly speak to the audience
- rhetorical questions to encourage the audience to think or act in a particular way
- facts and expert opinions to support a point of view
- commands to direct future action
- high modality words and phrases to express certainty
- visual images to evoke emotion and support messages in the text.

Visual devices include:

- choice of colours, font size and layout to attract attention
- camera angles, including close-ups.

Advertisements use many of these persuasive devices to promote goods and services, raise awareness about issues, and change behaviour.

Advertisements appear everywhere in our community, including newspapers, magazines, television, billboards and on computer screens. They use a combination of words and images to influence different **target audiences**, and can take many forms, including brochures and video clips.

Discussion questions

Discuss memorable advertising campaigns. What made them successful?

The image below is used in the Qantas advertising campaign called “I still call Australia home”. It uses strong visual imagery and song lyrics to promote Australia.

The advertisement can be viewed at:

www.qantas.com.au/travel/airlines/i-still-call-australia-home/global/en.



- What is being promoted in this advertisement?
- Who is the target audience for this advertisement?
- How does the advertisement persuade the target audience?

In this assessment, you will:

- interpret and evaluate written and visual elements of a persuasive text
- construct a written text to persuade an audience.

Reading

Read the **Stimulus sheet**, which promotes whale watching in Hervey Bay.

It is adapted from a brochure on whale watching from Tourism Queensland's Queensland Holidays website, www.queenslandholidays.com.au.

Interpreting persuasive texts

Read the **Stimulus sheet** and answer the questions.

Retrieving information

1. Identify two facts about whale behaviour that are used to promote whale watching.

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2. List two different activities that a visitor can do in Hervey Bay, apart from whale watching.

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Persuasive language

3. List adjectives used in the brochure to promote:

whales
whale watch cruises
waters around Hervey Bay

4. List words or phrases that are repeated across the text to reinforce the message of a close experience with whales.

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Persuasive images

5. Look closely at the images taken from the brochure.



a) Copy a phrase from the brochure that connects closely with each image.

Image 1
.....

Image 2
.....

b) Which image do you think is the most persuasive?

Image 1

Image 2

(circle one)

Justify your opinion by referring to examples from the brochure.

.....
.....
.....
.....

Evaluating text

6. Suggest two different target audiences for this brochure. Justify your choices using examples from the brochure.

Audience 1: Justification:

.....

Audience 2: Justification:

.....

- 7. Explain how effective this brochure is at persuading an audience. Use examples from the brochure to support your explanation.**



Consider:

- persuasive devices
- language choices
- visual elements.

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Stop here: Wait for your teacher's directions.

Constructing a persuasive text

Here is the slogan used by Tourism Queensland in its current advertising campaign.



In Question 8 you will write a text to persuade interstate visitors that Queensland is “Where Australia Shines”.



Write about 150 to 200 words.

Your text will be published in a national magazine to promote Queensland.

Consider:

- special places to visit, such as national parks, historic sites, islands, beaches, outback destinations (the images on page 8 may help you)
- activities of interest (apart from whale watching)
- how best to attract interstate visitors to Queensland.



Use:

- evaluative and emotive language, including adjectives
- paragraphs with topic sentences
- examples or evidence to support arguments
- text connectives to link ideas
- some persuasive devices.

Images of Queensland

These images may help you plan your writing.



Agnes Water



Winton



Brisbane



Whitsundays



Cape York



Fraser Island

Working area

Use this space to plan your ideas.

8. Use your plan to write a text to persuade interstate visitors that Queensland is “Where Australia Shines”.

[illegible]

[illegible]

Have you used:

- ☐ correct spelling, punctuation and grammar?
- ☐ a variety of sentence structures?
- ☐ paragraphs with supporting details?
- ☐ text connectives to link ideas?
- ☐ some persuasive devices?

Guide to making judgments — Year 6 English

Name

Focus: Interpret and evaluate a persuasive text and construct a text to persuade an audience.

Knowledge and understanding	
Interpreting texts	Constructing texts
Uses comprehension strategies to identify and interpret how language elements and textual features can persuade an audience in a text.	Constructs a text to persuade an audience using language elements and textual features (paragraphs, text connectives, evaluative language, persuasive devices).
Questions 1–7	Question 8
◀ Well-justified identification of audiences and image. Effectively supports explanations of how language and images persuade an audience. Makes precise selections of evidence from text.	▶ Presents supported arguments using a range of persuasive devices. Makes effective language choices. Uses a logical and cohesive structure.
◀ Infers meaning from text. Makes connections between language and visual elements using examples from text. Uses examples to support explanations.	▶ Presents arguments using evaluative language. Relates ideas using text connectives. Controls structure.
◀ Selects appropriate examples from text, including a phrase that connects closely with an image. Identifies appropriate audiences with a justification. Gives relevant explanation of how language or images position an audience.	▶ Uses devices to support a point of view. Uses text connectives at a sentence and paragraph level. Point of view is clear through introduction and conclusion.
◀ Selects some appropriate examples and ideas from text. Identifies different audiences or identifies an appropriate audience with simple explanation.	▶ Presents a point of view using some examples. Simple language choices. Structure is evident. Uses text connectives at a sentence level.
◀ Lists language and ideas from text.	▶ States opinion and makes general statements. Lists examples of places and/or activities.
A	B
C	D
E	

Feedback

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