



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:



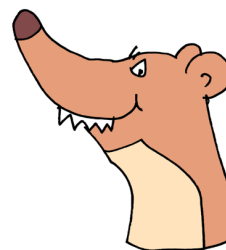
We also have **up-to-the-minute** equipment, **beautifully** decorated classrooms and the **most divine**, freshly cooked school dinners.

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?





Alliteration - make the words sound attractive

Alliteration is when words start with the same sound. This can come in handy when you want to grab your reader's attention and is also good to use for a catchy slogan or ending to your writing. In our advert we had:

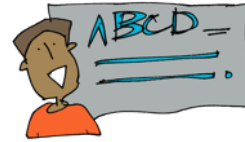
Win in the world of wizards!

What other slogans could you use to persuade people using alliteration? Let's try with the types of things your reader would see.

The alliteration game

Your challenge is:

- ★ Think of a letter e.g. A/B/C ...
- ★ Think of a noun and adjective that starts with that letter
- ★ Then think of a verb
- ★ Put it together in a slogan starting with: *See ...*



For example:

L - lazy/lion/lounge would become: *See lazy lions lounging!*

S - slippery/saucepans/sink would become: *See slippery saucepans sinking!*

Try out some slogans below.
