

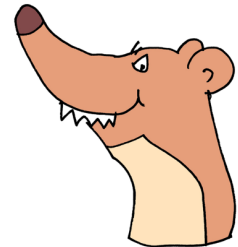


What makes good persuasive writing?

★Let's investigate some of the words and phrases that would help make your writing persuasive and be useful when writing an advert.

Weasel words

Weasel words are used to make you think everything is absolutely wonderful. They are boastful and they exaggerate the claims you are making. Below, the weasel words are boastful adjectives, describing the things in the School of Wizardry. Take a look at some examples:



We provide **remarkable** education.
 Our curriculum has **outstanding** classes.
 The choice is **unrivalled**.
 Our school is **exceptional**.
 We have **highly qualified** professors.
 Enjoy our **stunning** curriculum.
Up-to-the-minute equipment.
Beautifully decorated classrooms.
 The **most divine** school dinners.

Here are some more adjectives that can be used to be boastful. If you're unsure about what some of them mean, find out the definition. You could ask someone else in your home to tell you, use a dictionary or search the internet.

astounding	astonishing	breathtaking	sensational
awesome	spectacular	extraordinary	unbelievable
wondrous	amazing	staggering	incredible



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