

Moon Theme Park

L.O. To identify persuasive language.

To create a bank of persuasive adjectives and strong verbs.



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A leaflet is designed to inform people about and persuade people to visit somewhere, buy something or do something.

It relies on strong, persuasive language to achieve this and often includes many of the following points:

An **opening ‘welcome’ message** or **introduction** which introduces the purpose of the leaflet.

Sub-headings guide the reader through each section – some information is organised with numbers and bullet points to break down instructions.

It uses the **personal pronoun** “you”. This is direct and inviting.

The language is **enthusiastic** - the rule of three may highlight the benefits of what’s included in the leaflet – eg fun, exciting and exhilarating.

Assertive language makes the reader feel the service will be beneficial for them – eg enjoy, experience.

A range of **adjectives** appeal to the reader’s senses

A fun tone may be reinforced by **alliteration**



Introduction (from Drusillas Park) :



The Best Zoo & Family Day Out in South East & Sussex

Enjoy a great family day out at one of the top kids days out in Sussex.

Widely regarded as the best small zoo in the country we've created an animal and child friendly environment where the focus is always on fun finding out.

However, animals are only half the fun; Go Wild!, Get Wet!, Go Safari!, Amazon Adventure, Mungo's Adventure Maze and Hello Kitty Secret Garden are paradise for anyone wanting a theme park experience.

It's no ordinary zoo, it's no ordinary day out!



Introduction (from Alton Towers) :

Welcome to Alton Towers, a never-ending world of fun that's impossible not to love, however old or young you are! Why not come for a fun-filled day out or a short break and discover all the treats and thrills Alton Towers has to offer? We know you will be blown away!

It's all here waiting for you:

- Adrenaline-pumping rides for thrill-seekers;
- Cbeebies Land for our younger guests to enjoy and explore;
- A stunning tropical water park that is warm all year round;
- 2 themed hotels that cater for your every need;
- A range of tempting cafes, snack bars and restaurants to suit everyone.

New for 2019! Come and test your skills in our new Extreme Golf complex or hold your nerve in the Haunted Hollow. Find out more on our website:
www.altontowers.com

Introduction (from Thorpe Park) :



A Theme Park Like No Other

Home to thrilling rides, attractions & live events, THORPE PARK Resort is the ultimate destination for thrill seekers featuring some of the UK's most popular roller coasters and theme park rides.

- * Reach new heights with Stealth the UK's fastest roller coaster launching riders to 205ft at 80mph in just 2.5 seconds.
- * Take flight on THE SWARM the UK's only winged coaster
- * Face one of Jigsaw's most twisted traps with SAW - The Ride the world's first horror themed roller coaster featuring a 100ft "beyond-vertical" drop.
- * Plunge down the super-soaking 85ft drop on Tidal Wave, get drenched on the 64ft spiralling descent on Storm Surge and play splash roulette on the Island's ferocious Rumba Rapids as you experience the UK's wettest water rides.

"Amazing day out, will definitely be coming back to the theme park! That negative G-Force is addictive!
Covid precautions were top notch with masks on all rides and queue distancing in place. And more sanitiser stations than you could imagine!"

Chris, Google Reviews

How can I make my leaflet effective?

- A well designed leaflet includes lots of **persuasive** words and phrases.

Amazing adjectives

foremost

amazing

inspiring

award-winning

exhilarating

Powerful verbs

Climb

Explore

Visit

Find out

Drown in

Your task:

What other persuasive phrases can you think of?

Using the previous extracts and your own ideas, create a word bank of useful **adjectives** and **verbs** of your own. Can you think of any **adverbs** you could use?