



# English

## Space: The Golden Record

# Making Persuasive Word Choices



# Aim

- I can choose and improve words which make my writing more persuasive.

# Success Criteria

- I can understand what strong, emotive and intensifying words are.
- I can replace 'weak' words with stronger ones.
- I can choose strong words in my own writing.



# Editing and Improving Word Choice



Word choice (particularly adverbs and adjectives) can be extremely important in persuasive writing.

**They can be strong:**

It really was a **grueling** task. / The operation was carried out with **inspiring** skill. / It was a sight of **awesome** beauty.



**They can be emotive (words chosen to produce emotion in the reader):**

It truly was a **magical** evening. / The **shameful** events of that day will be remembered. / Anyone who does will be **jubilant**.



**They can be used as intensifiers (words that exaggerate the sentiment of the sentence):**

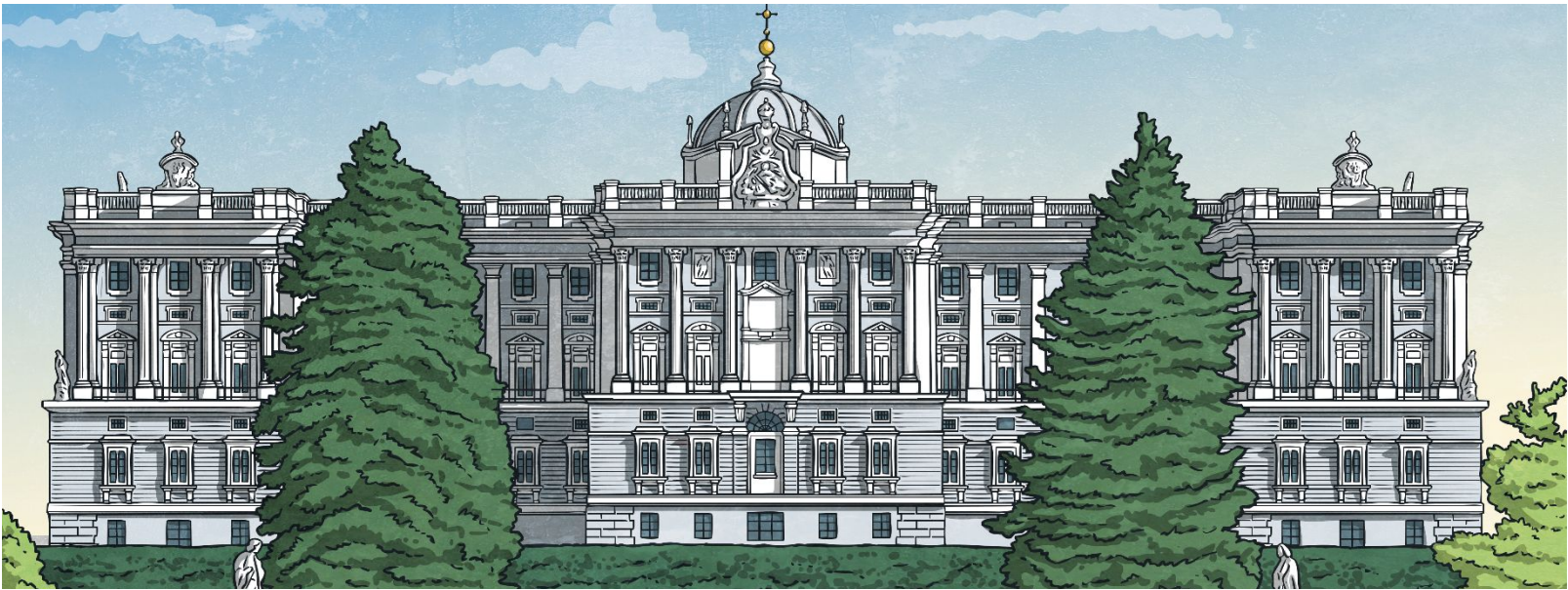
This type of experience is **incredibly** rare. / I **wholeheartedly** agree with her. / This really is **amazingly** good value.

Or have elements of all three...

# Editing and Improving Word Choice



Can you improve the underlined words on the following slides?  
You may choose to use a phrase instead of a word.



When the sunlight struck the thousands of nice glass panes, the palace looked quite beautiful.



# Editing and Improving Word Choice



The pretty view is dominated by the large mountain at the centre.

# Editing and Improving Word Choice



The pleasant taste is made even better by the cheap price of the bar.

# Considering Language Choice



You have designed a theme park ride and you are trying to sell it to a famous theme park. Which of these pairs of words would you choose to use?



Hi, can I interest you in theme park ride?  
It's...

It's innovative, high speed and exhilarating.

attractive/elegant

new/innovative

shiny/glittering

exhilarating/exciting

expensive/exclusive

unique/different

working/faultless

high-speed/fast

Put some of your chosen words together as a sentence - how does it sound?



# Theme Park Specific

Write a short paragraph (2 or 3 sentences) that describe each of these attractions commonly found at theme parks. Think about how it looks, what it feels like to ride and what it's been designed to do.

Use a thesaurus to ensure your word choices are powerful, emotive and exaggerated.

Thrill-Seeker Rides - suitable for dare-devils.



Water Rides - suitable for customers aged 7+.



Children's Rides – suitable for children 2-7 and their parents.



Amenities to create a welcoming atmosphere.



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