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| **Evaluating the impact of my persuasive leaflet** | |
| Have I hooked the reader with my title and opening sentence? |  |
| Does my introduction describe the place impressively and sum up some of the key attractions in a general way? |  |
| Do I have a series of themed paragraphs which contain both facts and descriptive language? |  |
| Does my conclusion provide a summary of the attractions, delivered with impact? |  |
| Have I included a range of persuasive devices such as rhetorical questions, alliteration and superlatives? |  |
| Have I used expanded noun phrases and figurative language to add detail and precision to description? |  |
| Have I shown a shift in formality by changing grammar and vocabulary? |  |
| Have I varied sentence lengths, with short sentences to create impact and longer sentences to add detail and precision for the reader? |  |
| Have I used a range of punctuation to clarify meaning and avoid ambiguity (confusion)? |  |
| Have I used a range of verb forms e.g. the passive voice, subjunctive etc? |  |
| Have I included presentational and organisational features such as sub-headings, illustrations and call outs? |  |
| Does my leaflet persuade someone to visit the attraction? |  |