

Sometimes authors use language to create an emotional response from the reader.

Compare these two pieces of text.  
Which one persuades you that  
keeping the park open is important?

It's a pity that the council have decided to close the park early at 4 p.m. because children like to play there after school. There have been a lot of accidents involving children playing near roads and the traffic in the town is much busier now than it used to be. Children are a lot healthier playing outside in the park than indoors and they can also play with all their friends. Closing the park early will save the council money but that also means that the children will not be able to play safely and enjoy a healthy lifestyle.

Now underline or highlight the words in the second text that make it more persuasive than the first one.

Explain what is similar and different about these two extracts.

Why is more one persuasive than the other?

Sometimes authors use language to make us angry and to persuade us to complain about something.  
**Words can have special powers!**



It is an absolute disgrace that the council have decided to close such a popular area as the local park at 4 p.m. every day. Young children must have a safe place to play rather than playing at the side of dangerous roads at the end of the school day. Police statistics show that road accidents involving children have risen due to the huge increase of traffic on the town's roads and streets. Furthermore, playing in the park allows children to take in the fresh air, keeping them fit and healthy, whilst also having fun building important friendships. Although the council would be saving small amounts of money on staff by closing the park early, many of our children will suffer as a consequence.  
Which is more important, saving money or safe, healthy children?