**Succes Criteria for a Persuasive Holiday Poster:**

**MUST** include:

* **general information / facts in boxes**: where is it? What does it look
like ? ( coast, mountains, villages …) Why is it unique and special ?
* **activities:** what can you see , what can you do? (Use the imperative to persuade ( **Explore** the Roman remains of Chester! )

**SHOULD**  include all the features of persuasive writing :

* **Rhetorical Questions** (**Would you like to** visit the capital of pop? **Do you want to** …. ? **Do you dream of** relaxing …? Have you ever imagined ……?)
* A **catchy slogan** to attract people! (eg. *Come to Liverpool and discover the birthplace of the Beatles*!)
* **Emotive Language** – choose **powerful adjectives**
(think about your audience and what they will like. )
* **Superlatives** – make your holiday resort look like **the best**)
(Explore the best museums in the UK with fascinating exhibitions for all the family!)

**COULD**  include :

* + **Draw the reader in**: (we all know that … At long last! …. what you have been waiting for!)
	+ **Alliteration** (Buy British Beef!
	+ Include **connectives**