

Writing to Persuade

When you are writing to persuade, your aim is to *convince* your reader. Writers of advertisements write to persuade when they try to sell products to their targeted audience.

*Feluccas at Dawn, Pyramids at Sunset, The Red Sea at 82F.
It Could Only Be Egypt!*

Unique on the Mediterranean's shores, a land of sun-drenched beaches and breathtaking treasures awaits your pleasure. From Cleopatra's Alexandria to the ultra-modern resorts of Sinai and the Red Sea, Egypt is an unmatched holiday destination.

The Red Sea, for instance, boasts exhilarating water sports, pristine white beaches, lapped by crystal-clear waters, scuba-diving on tropical coral reefs and five-star hotels with friendly, welcoming staff.

You'll even find lush, championship-quality golf courses to tempt your handicap if you fancy a round or two. And just a few hours away from Egypt's holiday coastlines is the unforgettable civilisation of the pharaohs, whose artefacts include some of the most spectacular finds ever unearthed.

Why not crown your Egyptian holiday with a soulful romantic cruise along the magical Nile, stopping off to explore magnificent Valley of the Kings?

Don't forget to save a day for Cairo's colourful bazaars though. We guarantee a suitcase full of bargains, if you can resist the aroma of the nearby coffee houses. To tempt you further you'll find your travel agent has some very special deals on offer right now. For more details contact the Egyptian Tourist Authority on 09001600299 or visit www.toureygypt.net

1. Find two words or phrases which suggest there is no other place like Egypt.
2. The writer creates the impression that there is plenty to do in Egypt. List all the different things the reader could do in Egypt.
3. A **noun phrase** is a group of words which contains a noun and extra information about the noun which can affect the way the reader responds. Compare the basic facts that the Red Sea has water sports,

beaches with clear water, scuba-diving on coral-reefs and hotels with staff with the description in the advert:

The Red Sea, for instance, boasts exhilarating water sports, pristine white beaches, lapped by crystal-clear waters, scuba-diving on tropical coral reefs and five-star hotels with friendly, welcoming staff

List the noun phrases in a chart like the one below and explain what is suggested by each one.

Noun Phrase	What they suggest
Exhilarating water sports	Lively – invigorating – something that will make you feel good
Pristine white beaches	
Tropical coral reefs	
Lapped by crystal-clear waters	
Five-star hotels with friendly, welcoming staff	