

# Use less milk: persuasive writing

During the Second World War, The Ministry of Information used leaflets, posters and films to persuade the British public to think and behave in a certain way.

**Watch the Use Less Milk film, which was produced by the Ministry of Information.**

Summarise the main message of the film in just one or two sentences.

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Is the film aimed at adults or children?  
Explain your answer using a quotation from the film.

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Did any words or phrases stand out? (Watch the film again if you need to.)  
Write them below.

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Why did these particular words and/or phrases stand out?

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What tone (mood) does the narrator of the film create?

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Do the images used in the film appeal to your feelings and emotions?  
Explain your answer.

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Do you think the film is persuasive? Give reasons for your answer.

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## Extension

Look at some of the different campaign posters produced by the Ministry of Information during the Second World War. Analyse the posters in the same way: What is the slogan? What is the main message that the slogan is trying to communicate? Who is it aimed at? Which words and phrases stand out, and why? Which feelings / emotions does the poster appeal to? What is the overall tone (mood) of the poster? Does it use humour? Is the poster persuasive, and why?