

Writing to persuade (LKS2)

Text Types

- ◆ Advertising
Leaflet, Advert, Script
- ◆ Letter
- ◆ Speech
- ◆ Poster

Text Features

- ◆ Use of 2nd person
- ◆ Planned repetition
- ◆ Facts & Statistics
- ◆ Adjectives for positive description (power of 3)
- ◆ Rhetorical questions
- ◆ Exaggeration

Other Style Ideas

- ◆ Link to oracy, esp. for speeches
- ◆ Use of colour, images and presentation esp. for advertising

Grammar and Sentences

- ◆ Use **imperative** verbs to convey urgency,
Buy it today! Listen very carefully...
- ◆ Use **rhetorical questions** to engage the reader,
Do you want to have an amazing day out?
- ◆ Use **noun phrases** to add detail and description,
Our fantastic resort has amazing facilities for everyone
- ◆ Use **relative clauses** to provide additional enticement
Our hotel, which has 3 swimming pools, overlooks a beautiful beach
- ◆ Use **superlatives**
Best, greatest, smallest
- ◆ Use **emotive language**

Adverbials

Firstly Also In addition
However On the other hand
Therefore In conclusion

Conjunctions

Coordinating



Subordinating

if because unless
so and but even if

Punctuation Content

- ◆ Ensure use of **capital letters** for proper nouns
- ◆ Use **? !** for rhetorical / exclamatory sentences
- ◆ Use **commas** to mark relative clauses
- ◆ Use **commas** to make fronted adverbials and subordinate clauses
After your visit, you won't want to leave.
Once you've tasted our delicious sandwiches, you'll be coming back for more!



Writing to persuade (UKS2)

Text Types

- ◆ Advertising
- ◆ Letter
- ◆ Speech
- ◆ Campaign
- ◆ Debate

Text Features

- ◆ Use of 2nd person
- ◆ Personal pronouns
- ◆ Planned repetition
- ◆ Facts & Statistics
- ◆ Hyperbole
- ◆ Rhetorical questions
- ◆ Emotive language
- ◆ Superlatives

Other Style Ideas

- ◆ Link to oracy, esp. for speeches
- ◆ Use of colour and images, esp. for advertising

Grammar and Sentences

- ◆ Use **imperative** and **modal** verbs to convey urgency,
Buy it today! This product will transform your life..
- ◆ Use **adverbials** to convey sense of certainty,,
Surely we can all agree...?
- ◆ Use **short sentences** for emphasis
This has to stop! Vote for change!
- ◆ Use of the **subjunctive form** for formal structure
If I were you, I would...
- ◆ Shift **tense** appropriately

Adverbials

Firstly Furthermore In addition
However Nevertheless Therefore
Consequently In conclusion

Conjunctions

if because although unless
since even if rather whereas
in order to whenever whether

Punctuation Content

- ◆ Use ? ! for rhetorical / exclamatory sentences
- ◆ Use **colons** and **semi-colons** to list features, attractions or arguments
- ◆ Use **brackets, dashes or commas** for parenthesis, including for emphasis
This is our chance—our only chance—to make a difference.
- ◆ Use **semi-colons** for structure repetition,
Bring your friends; bring your children; bring the whole family!
- ◆ Use **colons** to add further detail and for emphasis.

