

Lesson 1

WALT: *explore the features of persuasive writing in leaflets.*



WANT A BIGGER
Vocabulary?

arrive
imagine
build
consider
experience

What is persuasion?



When you are writing to persuade, you want to convince your reader about something. It might be that you're persuading them to buy your product or you could be persuading them that what you're saying is true.

There are different ways of writing to persuade.

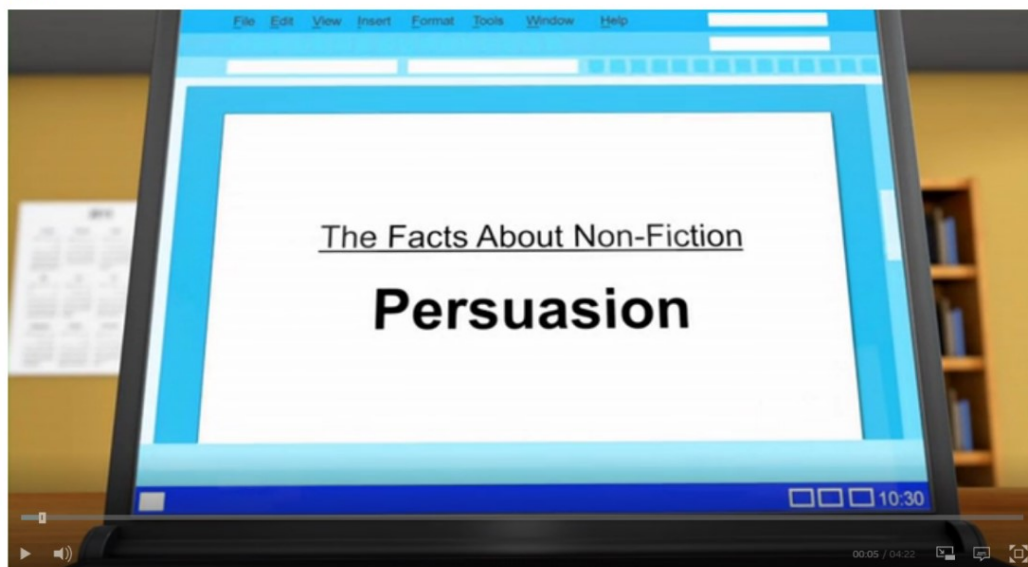
- * Adverts/Posters
- * A persuasive talk/speech
- * A persuasive letter



Class Clips

English KS1 / KS2: How to write a persuasive text

BBC Teach > Primary Resources > KS1 English / KS2 English > The Facts About Non-Fiction










Features of Writing to Persuade

The most important part of writing to persuade is being able to convince your reader. To do this effectively, you'll need to use a range of different features.

Imperative Verbs	Repetition	Expanded Noun Phrases	Rhetorical Questions
These tell your reader what to do. They help to get the message across clearly.	How many times has the product name been mentioned in this advert?	These help to persuade your reader by making your idea seem like the best idea ever.	These are questions which make your reader feel like you're talking directly to them.

Alliteration

Alliteration is the use of a series of words beginning with the same consonant or syllabic sound. While alliteration doesn't usually give much added depth to writing, it can add humour and expression.

	Persuasive Writing Checklist	<input checked="" type="checkbox"/> <input type="checkbox"/> X
	Alliterative Phrases	<input type="checkbox"/>
	Repetition	<input type="checkbox"/>
	Rhetorical question	<input type="checkbox"/>
	Adverb of Manner	<input type="checkbox"/>
	Imperative Verbs	<input type="checkbox"/>
	Co-ordinating Conjunctions (FANBOYS)	<input type="checkbox"/>
	Expanded Noun Phrase	<input type="checkbox"/>



What is alliteration?

Part of [English](#) | [Language](#)

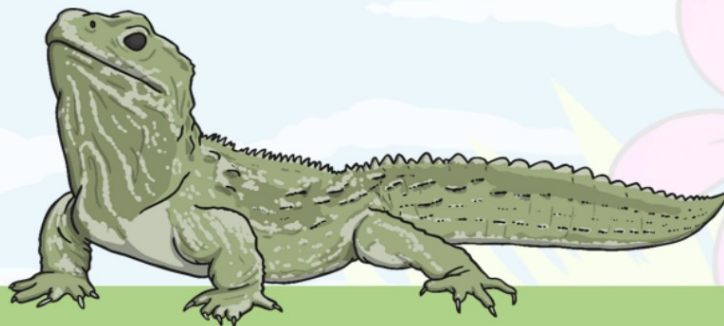
[+ Add to My Bitesize](#)



Using alliteration

Why Use It?

Alliteration might not add to the depth of meaning of your writing, but it will make it sound better. Alliteration can make your words more engaging – and entertaining. And, when your writing engages your audience they are more likely to pay attention and remember what you say.



Larry's leaping lizard.

Check out the Consonant

Which letter is being repeated in the following sentences?

Betty and Bob brought back blue balloons from the big bazaar.



Four furious friends fought for the phone.



Sam's shop stocks short, spotted socks.



Lets have a go!

Look at the pictures and improve the sentences by using alliterative descriptions for each one.

Which sentence gives more description?

The butterfly flew past.

The butterfly brushed briefly against the beautiful bush.



Try it yourself.

- The dog...
- The teacher...
- The pupil...



How does persuasive writing help to sell a product or service?

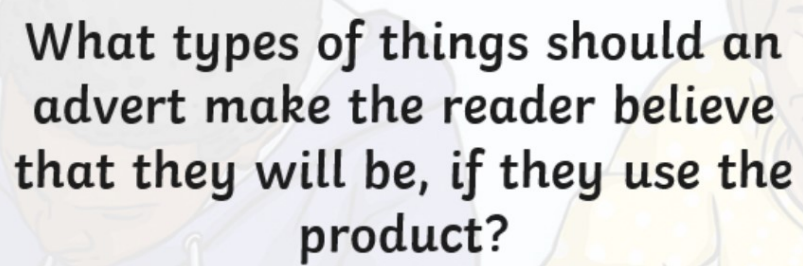
It helps to aim the advert at a particular **type of customer**.

It sends a **positive message** about the product or service.

It makes it appeal to the reader's **personality**.

Its purpose is to **sell** to people.



The background of the slide is a solid light orange color. In the center, there is a rectangular box with a thin blue border. Inside this box, the text is displayed. Behind the text box, there is a faint, stylized illustration of a person's face, overlaid with a neural network or circuitry pattern in shades of blue and purple.

What types of things should an advert make the reader believe that they will be, if they use the product?

Happier

Better looking

More intelligent

Successful

What types of things should an advert make the reader believe that they will be, if they use the product?

Healthier

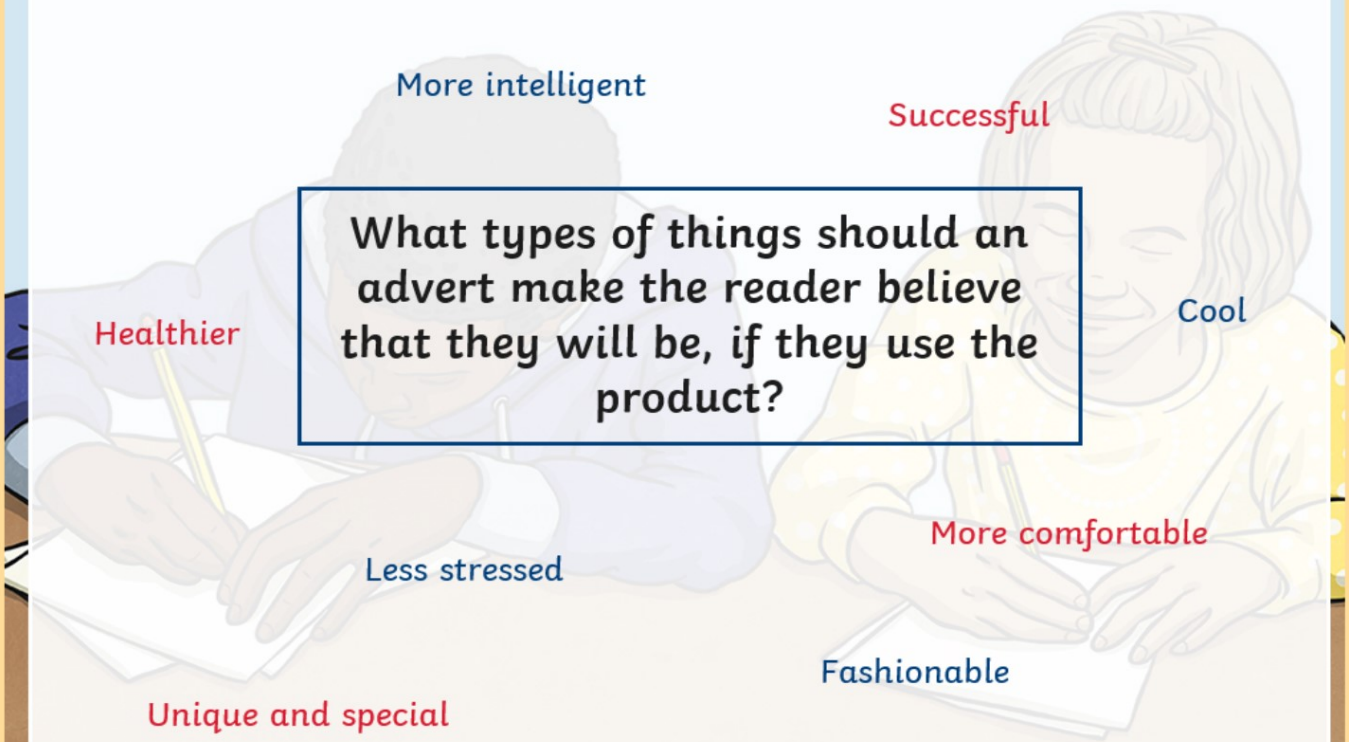
Cool

Less stressed

More comfortable

Fashionable

Unique and special



Appealing Language

Here are a few examples of some terms used in adverts:

Healthier

Free

Exclusive

New Improved

Number One!

Special Offer

Can you think of more?

What types of things do adverts promise you?

To **solve** all your **problems**.

This product will change **your life**.

You **won't find a better** product.

All the **cool people** are buying it –
you will be too.

You'll **be happy** if you buy this
product.

You will **miss out** in life **without it**.



How do adverts catch your attention and stick in your memory?

They **focus on a sense** e.g. taste or yours and cater to it.



They ask **questions** to hook you in.

They use **humour** to make you like them.

They use **alliteration, rhyme and word play** to come up with catchy **slogans**.

Use **positive comments** made by other customers.



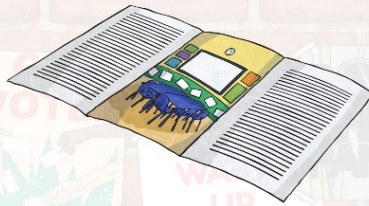
Here are some the features used:



- Focus on the positive
- Use bright colours and images to catch your attention
- Use a mix of facts and persuasive and exaggerated language.

Use catchy slogans and sayings

An Eye Catching Layout



Something to Offer



Short, Snappy Sentences/Phrases



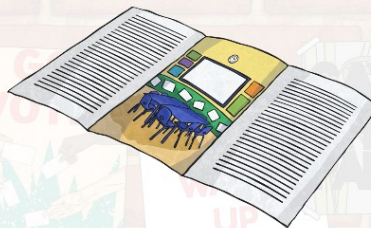
A Final Reminder of the Product or Message



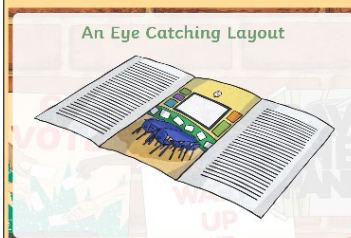
A Catchy Slogan



Attention Grabbing Pictures or Photographs



Here is a leaflet using some the features we have been talking about.



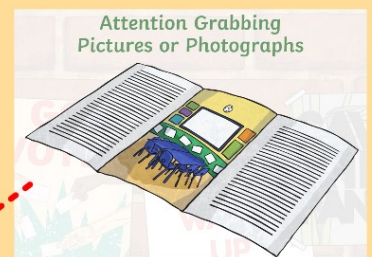
Come to Budapest!

Budapest is the capital of Hungary in the heart of Europe. Come and visit this diamond to experience the kindness of Hungarian people and to enjoy the food and wine of the region!

Things to do



Do you have small children? Why not go and visit the Budapest Zoo and Theme Park which is one of the most amazing zoos in Europe with more than 1000 different species from Polar bears to crocodiles and tigers? Or have a ride in the theme park on the Ferris wheels and enjoy the breathtaking views of the city below?



Alliteration

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Budapest is surrounded by hills and forests. ~~As the~~ family friendly program is to have a day trip out to Liberty Mountain where you can take the cogwheel train up the steep mountain tracks which is a brilliant experience and then travel on the century old children's steam train where the controllers are children. At the final destination you can take the chair lift down to the valley. Don't forget your camera! You will take the most amazing photos!



Expanded Noun Phrases

These help to persuade your reader by making your idea seem like the best idea ever.

Imperative Verbs

These tell your reader what to do. They help to get the message across clearly.

Rhetorical Questions

These are questions which make your reader feel like you're talking directly to them.



Are you hungry yet? You must try traditional Hungarian food! Everyone's favourite is stuffed cabbage with soft sour cream and the most famous delicious Hungarian bread! And what is for dessert? The brilliant and mouthwatering Gundel pancakes filled with walnut cream and soaked in chocolate custard. Best choice **ever!**



If you are ready for adventure then why not get on a plane and experience the fun?

WALT: explore the features of persuasive writing in leaflets.

Visit Austria, the land of mountains

The Alps is the highest mountains in Europe. It remains the best kept secret for nature lovers and families. With lots to keep you busy everyone can find a great choice of exciting activities while people who search for a more relaxing stay can discover the beautiful, unspoilt environment, stunning scenery and the super sunshine!



Expanded Noun Phrase

Activities

Some resorts in Austria have up to 40 different activities for adults and children of all ages. There are plenty of roaring rivers and lakes which provide an endless playground for those who love water.



Walking/Hiking

Do you want to experience the mountains from an amazing height? Then take the ski lift! Slowly, it will take you higher up than you can imagine. There are plenty of hiking trails with signposts to keep you on track. You can have a rest and take in the views with many opportunities to take photographs and impress your family and friends. You can also find lovely hidden cafes on the way to have a delicious hot drink and a delicious lunch.

Rafting

There are lots of lakes in Austria among the mountains. Lake Lemana and Annecy are the favourite spots for water sports. Discover your sense for adventure and what it is like to be soaked to the skin with a white water rafting experience. First, you will start by being kitted out with all the equipment before a full safety training. Then an experienced guide will take you onto the water for a series of runs down the breathtaking twists, turns and drops of the marvellous mountain rivers. It is a fantastic and unforgettable experience, you must try it!



So what are you waiting for??

		Where is your evidence?
Does it have Expanded Noun Phrases ?	✓	beautiful, unspoilt environment white, water rafting
Does it include Coordinating conjunctions ? (so, and, but)		
Does it have Imperative verbs ? (Don't, Go! Must, Come)		
Does it use Adverbs of Manner ?		
Does it include any Rhetorical questions ?		
Does it use any Repetition ?		
Does it use any Alliterative Phrases ?		

1 Do



(Teacher example)

Metacognition



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(Teacher example)

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Does it include any Rhetorical questions ?		
Does it use any Repetition ?		
Does it use any Alliterative Phrases ?		

You Do It Alone



(Independent)

Lesson 2

WALT: *use persuasive language*



WANT A BIGGER
Vocabulary?



arrive
imagine
build
consider
experience

RECAP features

Features of Writing to Persuade

The most important part of writing to persuade is being able to convince your reader. To do this effectively, you'll need to use a range of different features.

Imperative Verbs

Repetition

Expanded
Noun Phrases

Rhetorical
Questions

Alliteration

Persuasive Writing Checklist

✓ X



Alliterative Phrases



Repetition



Rhetorical question



Adverb of Manner



Imperative Verbs



Co-ordinating
Conjunctions (FANBOYS)



Expanded Noun Phrase

We will be writing a persuasive for a travel leaflet persuading people to come and visit Worthing.

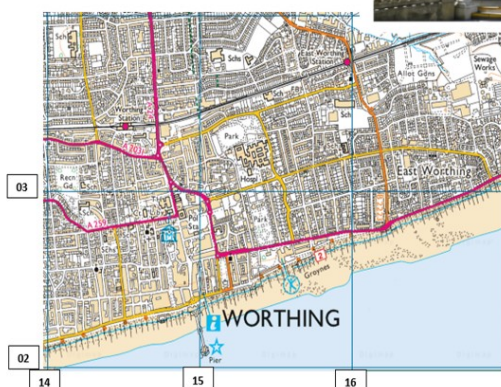
Connaught Theatre



Museum and Art Gallery



Steyne Gardens & Chatsworth hotel



The Pavillion Theatre, Pier & Beach



The Lido



The Worthing Dome



How would you describe being at
the

Seaside



The Lido



Discuss

Create a sentence for each feature:

How would you describe being at the

Seaside



Expanded Noun Phrases

These help to persuade your reader by making your idea seem like the best idea ever.

Sit beside the glistening, blue sea.



The Lido



Rhetorical Questions

These are questions which make your reader feel like you're talking directly to them.

Surely, you don't want to miss this opportunity?

Alliteration

Alliteration is the use of a series of words beginning with the same consonant or syllabic sound. While alliteration doesn't usually give much added depth to writing, it can add humour and expression.

You can shout about shovelling, sand.



(Teacher example)

Metacognition



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(Teacher
models)



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(Independent)

You Do It Alone



Extension

FUN ACTIVITIES

Expanded Noun Phrases

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Museum and Art Gallery



Connaught Theatre



The Pavillion Theatre, Pier & Beach



The Worthing Dome



You Do It Alone



(Independent)

Lesson 3

NFER TEST

Wednesday 11.15-12.15pm

Lesson 4

WALT: *use slow writing to write a persuasive paragraph.*



WANT A BIGGER
Vocabulary?



arrive
imagine
build
consider
experience

Have you ever wondered which town you should be visiting? Worthing has it all, from beautiful, bright beach huts to a perfectly positioned pier. Surprisingly, this seaside town on the south coast of England attracts a wide range of visitors. Don't miss out, you must go today!

*Read through this paragraph.
Which writing features can you spot?*

Which features highlighted in red have been included in these sentences?

Have you ever wondered which town you should be visiting?

Worthing has it all, from beautiful, bright beach huts to a perfectly positioned pier.

Surprisingly, this seaside town on the south coast of England attracts a wide range of visitors.

Don't miss out, you must go today!

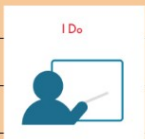
Using the slow writing technique together we will write the start of our documentary script.

Have you ever wondered which town you should be visiting?

Ask children to write a sentence once modelled

Would you consider visiting a new beach location?

Words added to make it my own version.



(Teacher example)



Metacognition

WANT A BIGGER Vocabulary?

arrive
imagine
build
consider
experience

Slow Writing Checklist

1.	Rhetorical Question	<input checked="" type="checkbox"/>
2.	Alliterative Phrase	<input type="checkbox"/>
3.	Adverb of Manner	<input type="checkbox"/>
4.	Imperative Verb	<input type="checkbox"/>

Using the slow writing technique together we will write the start of our documentary script.

Worthing has it all, from beautiful, bright beach huts to a perfectly positioned pier.

Ask children to write a sentence once modelled

Words added to make it my own version.

We Do



(Teacher models)

WANT A BIGGER
Vocabulary?

arrive
imagine
build
consider
experience

Slow Writing Checklist

1.	Rhetorical Question	
2.	Alliterative Phrase	
3.	Adverb of Manner	
4.	Imperative Verb	

Using the slow writing technique together we will write the start of our documentary script.

3.	Adverb of Manner
----	------------------

Surprisingly, this seaside town on the south coast of England attracts a wide range of visitors.

4.	Imperative Verb
----	-----------------

Don't miss out, you *must go* today!

Words added to make it my own version.

You Do It Alone



(Independent)

WANT A BIGGER
Vocabulary?

arrive
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Slow Writing Checklist

1.	Rhetorical Question	
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