



Writing to Persuade Y1/2

Possible genres:

- Letter
- Leaflet
- Advert

Language (vital ingredient)

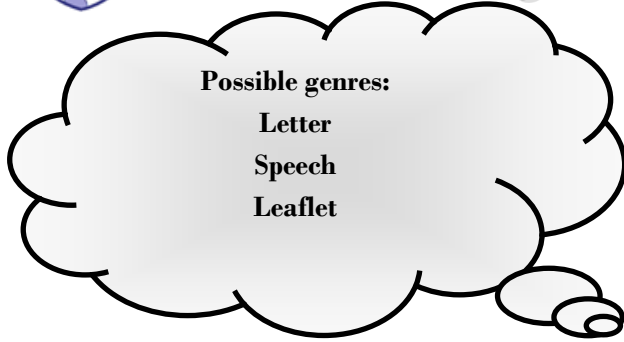
Feelings language - *These incredible shoes are so comfy to wear*

Formal Language - *The museum is extremely popular with families.*

Grammar and Sentences		Punctuation	
<p><u>Vital Ingredients</u></p> <ul style="list-style-type: none"> • Writing full sentences and rehearsing them verbally before writing • Adjectives to make things sound amazing: <i>They have sparkly diamonds on the front and are made from super soft material.</i> • Use tenses consistently throughout a text 		<p><u>Vital Ingredients</u></p> <ul style="list-style-type: none"> • Full stops, capital letters • Finger spaces 	
<p><u>Extras</u></p> <ul style="list-style-type: none"> • Noun phrases to make something sound positive: <i>Beamish is a brilliant place to take your children.</i> • Adverbs to start sentences: <i>Clearly it is very popular with families.</i> • Exclamation sentences as appropriate: <i>What an incredible place to visit!</i> • Commas in a list: <i>The gift shop sells toys, pens and sweets.</i> • Question sentences: <i>Why not visit the play park?</i> 		<p><u>Extras</u></p> <ul style="list-style-type: none"> • Question marks • Exclamation marks to show interesting information • Apostrophes for contraction: <i>didn't, couldn't, don't</i> 	
Text Structure		Cohesion	
<p><u>Vital Ingredients</u></p> <ul style="list-style-type: none"> • Linked sentences—each sentence should follow the previous one to create sections of writing. • Basic structure of beginning, middle and end 		<p><u>Vital Ingredients</u></p> <ul style="list-style-type: none"> • Subordinating and coordinating conjunctions to keep flow and link ideas: <i>when, because, if, and, so, but, or</i> • Adverbials: <i>First, next, after, later</i> 	
<p><u>Extras</u></p> <ul style="list-style-type: none"> • Beginning to use pronouns to avoid repeating: <i>Beamish is a fantastic museum. It is a great place to visit with your family.</i> 			



Writing to Persuade Y3/4



Language (vital ingredient)

Emotive language - *These incredible shoes are packed to the seams with amazing features.*

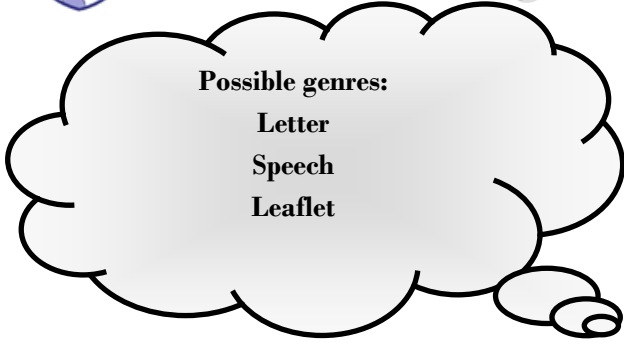
Formal Language

Flattery - *A bright and informed customer like yourself will surely see that...*

Grammar and Sentences		Punctuation	
<p><u>Vital Ingredients</u></p> <ul style="list-style-type: none"> Rhetorical questions: <i>How would you feel if it was your home being destroyed?</i> Imperative Verbs for urgency: <i>Act now or risk losing these animals forever.</i> Repetition for effect: <i>These shoes are amazing. These shoes are incredible. These shoes are the ones for you.</i> 	<p><u>Vital Ingredients</u></p> <ul style="list-style-type: none"> ? and ! for short sentences and rhetorical questions 		
<p><u>Extras</u></p> <ul style="list-style-type: none"> Noun phrases: <i>These incredible shoes have every possible feature you could wish for.</i> Varying sentence openers to achieve different persuasive effects: <i>Surely you can see..... Clearly..... Without a doubt.....</i> Use of subordinating conjunctions to make a point: <i>Once you realise the impact this is having on these animals, I know you will change your mind.</i> Fronted adverbials to emphasise persuasive points: <i>Quite understandably..... Unfortunately..... Often..... Never in my life.....</i> 	<p><u>Extras</u></p> <ul style="list-style-type: none"> Commas for subordinate clauses Commas for fronted adverbials Use , . ? ! accurately all the time 		
Text Structure		Cohesion	
<p><u>Vital Ingredients</u></p> <ul style="list-style-type: none"> Clear introduction to set the tone and viewpoint but without using the words persuade!! Clearly structured points with each paragraph having a clear focus - one point per paragraph Topic sentences to introduce points Conclusion that makes the position clear and sums up e.g. explaining what they expect the reader to do next e.g. 'I know that after reading this you will...' 	<p><u>Vital Ingredients</u></p> <ul style="list-style-type: none"> Adverbials: <i>firstly, also, in addition, however, on the other hand, in conclusion</i> Conjunctions: <i>even if, when, if, but, and, unless, because</i> 		
<p><u>Extras</u></p> <ul style="list-style-type: none"> Appropriate choice of noun/pronoun within and across sentences to avoid repetition: <i>Sparky Shoes are the most amazing piece of kit you will ever encounter. They will make you....</i> Use simple organisational devices such as headings and subheadings, e.g. <i>subheadings to show different sections in a leaflet.</i> 			



Writing to Persuade Y5/6



Possible genres:

- Letter
- Speech
- Leaflet

Language (vital ingredient)

Emotive language - *With every moment we waste deliberating over what to do, these poor defenceless creatures are dying.*

Formal Language

Flattery - *An intelligent man like you couldn't fail to realise...*

Grammar and Sentences		Punctuation	
<p>Vital Ingredients</p> <ul style="list-style-type: none"> Rhetorical questions: <i>How would you feel if you were the one being made homeless?</i> Short sentences: <i>This is utterly ridiculous!</i> Repetition: <i>These creatures' homes are being taken from them, taken from them and destroyed for no reason at all.</i> Accurate and consistent verb tenses 		<p>Vital Ingredients</p> <ul style="list-style-type: none"> ? and ! for short sentences and rhetorical questions 	
<p>Extras</p> <ul style="list-style-type: none"> Subjunctive form to show formality: <i>If I were you, I would use my power for good.</i> Expanded noun phrases: <i>These poor innocent children, who sadly know no better, are forced to work in these damaging conditions day in and day out.</i> Modal verbs to show intent: <i>Your decision will affect everyone.</i> Adverbials to stress importance: <i>Surely you can see this is the only option.</i> Changing sentence structure to achieve different effects. 		<p>Extras</p> <ul style="list-style-type: none"> Colons and semi-colons to list arguments or features Use commas or semi-colons for repetition Use brackets or dashes for parenthesis, including for emphasis: <i>This is our chance—our only chance—to make a difference.</i> 	
Text Structure		Cohesion	
<p>Vital Ingredients</p> <ul style="list-style-type: none"> Clear introduction to <u>set the tone and viewpoint</u> but without using the words persuade!! <u>Clearly structured points</u> with carefully chosen order e.g. starting with most important reason or building up to the most important one Conclusion that makes the <u>position clear</u> and sums up e.g. explaining what they expect the reader to do next e.g. 'I know that after reading this you will...' 		<p>Vital Ingredients</p> <ul style="list-style-type: none"> Linking phrases between paragraphs (starting sentences) Adverbials: <i>To begin, furthermore, however, nevertheless, therefore, consequently, in conclusion, to close</i> Conjunctions: <i>Although, even if, even though, since, until, unless, because, rather, in order to</i> 	
<p>Extras</p> <ul style="list-style-type: none"> Linking forwards and back through the text e.g. <i>referring and making links to a point made in the previous paragraph or linking between the introduction and conclusion</i> Repeated word/phrase: E.g. <i>'This is unacceptable. This is completely unacceptable. This is clearly unacceptable,' used to end paragraphs.</i> 			