

Persuasive Writing

Samples

Notes

This document contains sample slides from our range of Persuasive Writing resources.

It is NOT a lesson!

The unit contains a Teacher Guidance document which supports teachers planning a unit of work using our resources. Only the class teacher knows the needs of their class, with this in mind, we have prepared a wide range of resources for each unit for teachers to choose to adapt and use with their class.

For Persuasion, there are 18 editable PowerPoints which include the features of persuasive writing. In addition, there is a range of activities to support teaching the relevant features; WAGOLLS are integrated into PowerPoints.

Planners and Steps to Success are available too.

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What forms can persuasive writing take?

- An leaflet explaining one side of an issue
- A newspaper article
- A speech/presentation
- A letter
- A poster
- A flyer
- A radio jingle
- A video
- An advertisement



Which writer's tips are useful when writing persuasion?

Did you think of these?

- humour
- friendly tone
- use facts
- emotive language
- exaggeration
- catchy names/ slogans
- powerful verbs
- strong adjectives

SAMPLE

Not all of these are in every piece of persuasive writing!

What is a powerful verb?

What do we learn about the way the waste was handled in each sentence?

Let's improve the verb.

The waste **was left** at the road side.

The waste **was dumped** at the road side.

The waste **was deposited** at the road side.

The waste **was dropped** at the road side.

The waste **was thrown** at the road side.

The waste **was put** at the road side.

Informal Letter - to persuade

The only thing that I am asking for is the latest iPhone, please. I want this so very, very much. I have been really, really good this year; I have done all my chores, even the ones I hate doing!

I know that you are a very generous man and look kindly on good children. I promise faithfully that if you can bring me the iPhone that I will do double chores next year.

Great resources for you to choose

Investigating Texts

On your table there are a selection of texts for you to investigate. Read each one carefully. Discuss the texts with your group. Use the questions below to guide your discussion.

What is similar about the texts?

What is different about the texts?



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PLANNING A UNIT OF WORK [continued]

WRITING PREPARATION

In order to be successful with their writing, children need to have something to write about. Time needs to be allocated to the generation of ideas, research or recording an event. Children will need to take notes which they can refer to whilst writing. Ideas for the various formats of persuasive writing are set out below.

LETTER
These are best when written about specific issues. For example, climate change, environmental issues.

NEWSPAPER
These are best when written about specific issues. For example, a local building project, local traffic.

ADVERTISING
This could be a great tie-in to a DT unit designing and marketing a product. Other options are linked to advertising a school or local event.

LEAFLETS
A leaflet will work best if it is linked to a specific event/ product or place. For example, a leaflet about a local attraction - this could link to a school visit.

Whatever you choose, note-taking is a crucial part of the process. Providing each child with their own reporter's notebook can act as a great incentive. There is a note-taking PowerPoint available.

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SUGGESTED BOOKS/ TEXTS

FICTION
Picture Books are great as a springboard for persuasive writing. Those suggested below use persuasive vocabulary and persuasive techniques.
Give Bear a Chance - Bethany Barton
The Great Kapok Tree - Lynne Cherry
The Day the Crayons Quit - Drew Daywalt
Eat Your Peas - Kes Gray
I Wanna Iguana - Karen Kaufmann
Be a Friend to the Trees - Patricia Lauber
It's Up to Us - Christopher Lloyd
Would You Rather series - Rather Funny Press
The True Story of the Three Little Pigs - Jon Scieszka
Don't Let the Pigeon Drive the Bus - Mo Willems

NONFICTION
NEWSPAPER
national and local newspapers
First News: <https://www.firstnews.co.uk/>
Also BBC Newsround website for programmes <https://www.bbc.co.uk/newsround>

LEAFLETS
You can design leaflets for 2D/ visitor attractions; healthy lifestyle; campaigns etc.

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Advertising Plan

SLOGAN

FACTS/ PRODUCT INFORMATION

IMAGES

PERSUASIVE LANGUAGE

RHETORICAL QUESTIONS

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Compare Adverts

DATE:

Write down the name of the advert and compare it with the paper-based adverts you have been given. Are there any similarities and what are the differences?

Similarities	Differences

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Rhetorical Question Prompt Mat

Am I the only one...?	How could you...?
Are you worried...?	Is it any wonder?
Can you imagine...?	Isn't it time to...?
Did you know...?	What about...?
Do you like...?	What can you...?
Do you want...?	Why not...?
Don't you think that...?	Who can deny...?
Has it occurred to you...?	Who doesn't want to...?
Have you ever thought about...?	Would you really let?
How about...?	You wouldn't want... would you?

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