

Persuasion Toolkit



Talk4Writing

Nursery/Reception	Y1/2: as in N/R & ...	Y3/4: as in Y1/2 & ...	Y5/6: as in Y3/4 & ...
To persuade your reader:			
<ul style="list-style-type: none"> Talk about what images and objects look like using adjectives (describing words) and make them sound appealing. 	<ul style="list-style-type: none"> Hook your reader's interest with an engaging question: <i>Are you ever bored at the weekend?</i> Speak directly to the reader to engage them using personal pronouns: <i>Are the kids driving <u>you</u> crazy?</i> Influence your reader by carefully choosing adjectives that create an emotion: <u>confused</u> creature, <u>terrified</u> piglets, <u>wicked</u> wolf Make things sound good through: <ul style="list-style-type: none"> alliteration: <u>world</u> of <u>wonder</u> rhyme: Be <u>bold</u> – get the <u>gold</u>! Make it sound really appealing through superlatives: <i>best, most amazing, largest, cosiest, finest</i> Use short sentences to make a point: <i>Exercise is good for you.</i> Explain things to the reader by using conjunctions: <i>so, because, when, where, etc.</i> <p>For more formal outcomes:</p> <ul style="list-style-type: none"> Provide powerful reasons: <i>You make me work harder than any of the other crayons and it is just not fair.</i> 	<ul style="list-style-type: none"> Talk directly to the reader through rhetorical questions that create a need or highlight a problem: <i>Are you desperate for ...? Do you long for ...? Are you fed up of ...?</i> Try to tempt your reader and get them on side: <i>You'll love the view!</i> Choose language that exaggerates: <i>unimaginable fame ... ; rich beyond belief ... ; once-in-a-lifetime</i> Make the reader feel like they are missing out: <i>Don't be the only person left dozing at home! Grab this stupendous chance of a lifetime.</i> Include quotations and endorsements: <i>'The best day out we've ever had!'</i> Pile up the information with a pattern of three: <i>She <u>broke</u> into the house, <u>destroyed</u> personal property and <u>left</u> without a care.</i> <p>For more formal outcomes:</p> <ul style="list-style-type: none"> Extend and build upon arguments with formal fronted adverbials that add on: <i>Additionally, ... ; Furthermore,</i> Present statements in an assumptive tone: <i>Everyone knows that ... Surely, ... There can be no one who ...</i> 	<ul style="list-style-type: none"> Consider your audience and vary your tone and formality for a desired effect: <ul style="list-style-type: none"> Formal and emotive: <i>It is with great courage that I am writing this letter.</i> Formal and factual: <i>The content of this letter presents some alarming facts.</i> Informal and chatty: <i>Are you ready to make a difference?</i> Drop in opinion presented as fact through relative clauses: <i>Our exceptional school, <u>which is renowned around the world</u>, ...</i> Add credibility by including testimonials, reviews and celebrity endorsements. Counter potential barriers: <i>Now, I know you might think ... but ...</i> Weave in other non-fiction purposes, such as information: <i>Step back in time into an un-spoilt fishing village, located on the southeast coast of Cornwall.</i> <p>For more formal outcomes:</p> <ul style="list-style-type: none"> Make sure your writing is consistent by maintaining the same tone and style throughout (e.g. Formal and emotive): <i>I humbly request that you reconsider ...</i>

Persuasion – structure

Nursery/Reception	Y1/2: as in N/R & ...	Y3/4: as in Y1/2 & ...	Y5/6: as in Y3/4 & ...
To structure persuasive writing:			
<ul style="list-style-type: none"> Begin with a simple title: <ul style="list-style-type: none"> – Wanted – Missing – Beware Compose phrases/ simple sentences. 	<ul style="list-style-type: none"> Begin with a clear title about what the writing is about: Jail the wicked wolf! or introduce the place/product: Hawk Ridge Farm Park <p>Beginning</p> <ul style="list-style-type: none"> Catch your reader's attention. Are you frightened of the wicked wolf? or Are you stuck for something to do at the weekend? <p>Middle</p> <ul style="list-style-type: none"> Present the reader with all the facts or attractions, using either: <ul style="list-style-type: none"> – sequencing time openers: First, ... Secondly, ... Finally, ... – subheadings: Attractions: Use drawings or pictures to show off the attractions. <p>End</p> <ul style="list-style-type: none"> Save a really good idea for the end so that it is memorable. 	<ul style="list-style-type: none"> Use a catchy title: Multifunction Mobile Phone <p>Beginning</p> <ul style="list-style-type: none"> Catch your reader's attention and explain why this might be of interest or matter to them: Are you about to embark on your first mission as a spy? If so, you will need the Multifunction Mobile Phone. Think very carefully about who you are writing for and introduce the main point or argument to the reader: The Multifunction Mobile Phone is the ideal phone for all spies. <p>Middle</p> <ul style="list-style-type: none"> List your key points in turn, extending each by adding in information, reasons, facts or opinions. Organise the different attractions or features into sections or paragraphs. <p>End</p> <ul style="list-style-type: none"> Remind the reader of your main point and talk directly to them using 'you': Visit the Safari Park - you won't regret it! 	<ul style="list-style-type: none"> Manipulate the organisation of your writing to suit the audience: a poster, leaflet, public notice, radio or tv advert, book blurb, invitation, letter, etc. Consider how you may feature other non-fiction purposes, such as paragraphs of explanation and information. Consider how other purposes can be incorporated as part of the main text or as additional asides.