

Writing to persuade (LKS2)

Text Types

- ◆ Advertising
- ◆ Letter
- ◆ Speech
- ◆ Poster

Text Features

- ◆ Use of 2nd person
- ◆ Planned repetition
- ◆ Facts & Statistics
- ◆ Adjectives for positive description

Other Style Ideas

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

Adverbials

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



Conjunctions

if because unless so
and but even if when

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!

