

Writing to persuade (UKS2)

Text Types

- ◆ Advertising
- ◆ Letter
- ◆ Speech
- ◆ Campaign

Text Features

- ◆ Use of 2nd person
- ◆ Personal pronouns
- ◆ Planned repetition
- ◆ Facts & Statistics
- ◆ Hyperbole

Other Style Ideas

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

Grammar and Sentences

- ◆ Use **imperative** and **modal** verbs to convey urgency,
Buy it today! This product will transform your life..
- Use **adverbials** to convey sense of certainty,,
Surely we can all agree...?
- Use **short sentences** for emphasis
This has to stop! Vote for change!
- Use of the **subjunctive form** for formal structure
If I were you, I would...

Adverbials

Firstly Furthermore In addition
However Nevertheless Therefore
Consequently In conclusion



Conjunctions

if because although unless
since even if rather whereas
in order to whenever whether

Punctuation Content

- ◆ Use ? ! for rhetorical / exclamatory sentences
- ◆ Use **colons** and **semi-colons** to list features, attractions or arguments
- ◆ Use **brackets** or **dashes** for parenthesis, including for emphasis
This is our chance—our only chance—to make a difference.
- ◆ Use **semi-colons** for structure repetition,
Bring your friends; bring your children; bring the whole family!

