

Persuasion Toolkit



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 and make them sound appealing through carefully chosen adjectives (describing words). 	<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: <i>confused creature, terrified piglets, wicked wolf</i> • Make things sound good through: <ul style="list-style-type: none"> - alliteration: <i>world of wonder</i> - rhyme: <i>Be <u>bold</u> – get the <u>gold</u>!</i> • Make it sound appealing and be boastful through superlatives: <i>best, most amazing, largest, cosiest, finest</i> • Make an explicit point with a short sentence: <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 with ...?</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 through imperative verbs: <i>Don't be the only person left dozing at home! <u>Grab</u> this chance of a lifetime.</i> • Include what people think or say through endorsements using quotations: <i>'The best day out we've ever had!'</i> • Pile up the information to add intensity with a pattern of three (commas in a list): <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 openers (fronted adverbials) that add on: <i>Additionally, ...; Furthermore, ...</i> • Disguise opinions as facts: <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 through direct or reported speech. • Counter potential barriers: <i>Now, I know you might think that ... 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"> – <i>Wanted</i> – <i>Missing</i> – <i>Beware</i> Compose phrases/ simple sentences. 	<ul style="list-style-type: none"> Begin with a clear title about what the writing is about: <i>Jail the wicked wolf!</i> or introduce the place/product: <i>Hawk Ridge Farm Park</i> <p>Introduction</p> <ul style="list-style-type: none"> Catch your reader’s attention: <i>Are you frightened of the wicked wolf? Are you stuck for something to do at the weekend?</i> <p>Main body</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: <i>First, ... Secondly, ... Finally, ...</i> – subheadings: <i>Attractions:</i> Use drawings or pictures to show off the attractions. <p>Conclusion</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: <i>Multifunction Mobile Phone</i> <p>Introduction</p> <ul style="list-style-type: none"> Catch your reader's attention and explain why this might be of interest or matter to them: <i>Are you about to embark on your first mission as a spy? If so, you will need the Multifunction Mobile Phone.</i> Think very carefully about who you are writing for and introduce the main point or argument to the reader: <i>The Multifunction Mobile Phone is the ideal phone for all spies.</i> <p>Main body</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>Conclusion</p> <ul style="list-style-type: none"> Remind the reader of your main point and talk directly to them using 'you': <i>Visit the Safari Park – you won't regret it!</i> 	<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.