

Monday

English

L1: Can I write a letter using persuasive devices?

Your Task



Write your letter to Mr Dale arguing that we should still keep our play time.

Don't Forget:

- Refer to the toolkit we created yesterday.
- Include the arguments we came up with
- Use you plan to support you!
- Use the Word Mat

Persuasive Writing

Introductions I think... For this reason... I feel that... I am sure that... It is certain... I am writing to... Of course... In the same way... On the other hand... In this situation...	Making Your Point Firstly, secondly, thirdly... Furthermore... In addition... Also... Finally... Likewise... Besides... Again... Moreover... Similarly... Surely... Certainly... Specifically... If... then... because...	Details For example... In fact... For instance... As evidence... In support of this... Endings For these reasons... As you can see... In other words... On the whole... In short... Without a doubt... In brief... Undoubtedly...	Other Words reasons arguments for against unfair pros cons
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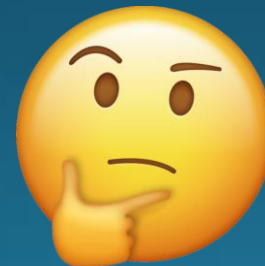
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Tuesday

LI: Can I use persuasive devices?



What is persuasive writing?



Tool Kit

Powerful
adjectives

Rhetorical questions -
are you ready for the
time of your life?

Repetition

Facts and statistics -
100% of people
have enjoyed this
holiday.

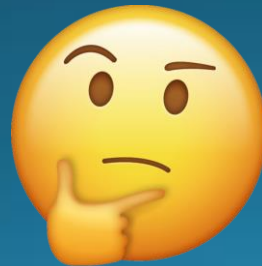
Similes
(exaggeration)

Rule of
Three

Emotive
language

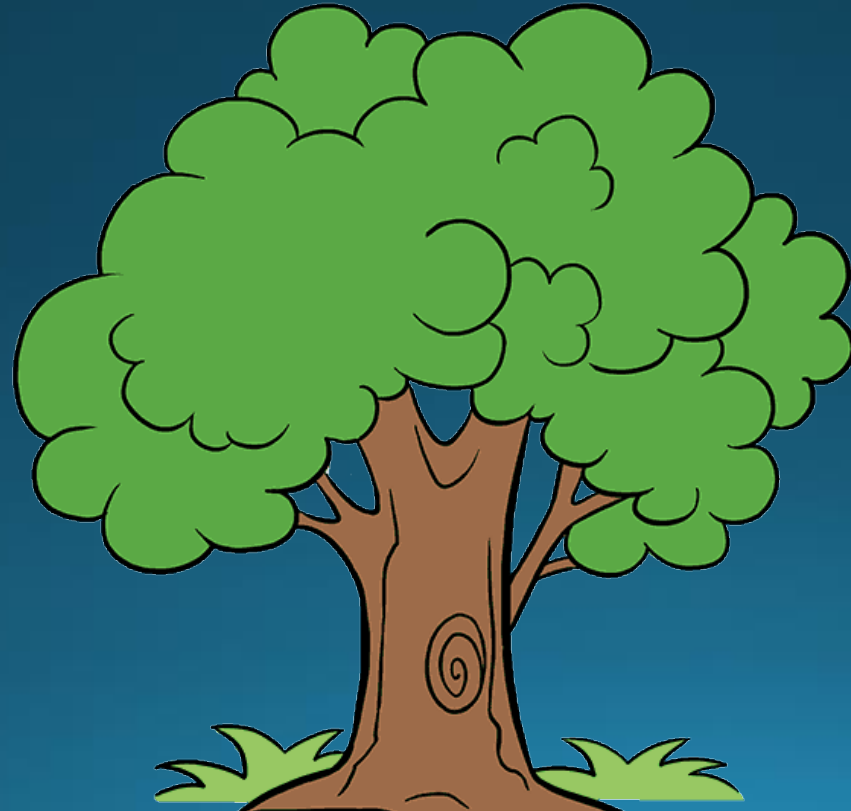
Conclusion – sum
up your points

Connectives to
link ideas



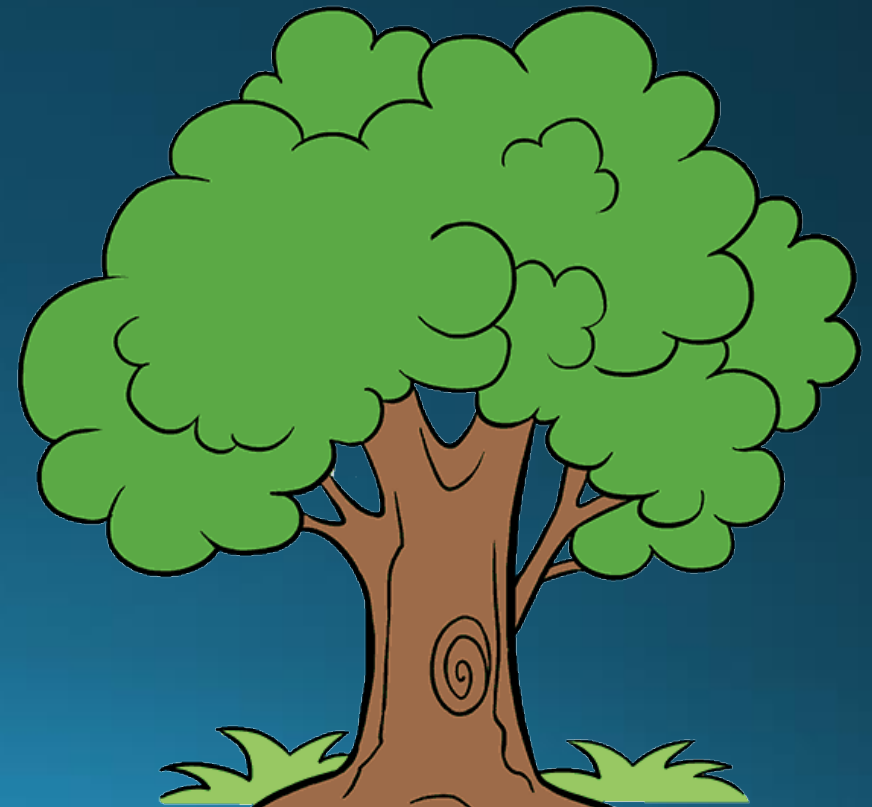
Present tense –
am, is, are

A.F.O.R.E.S.T.



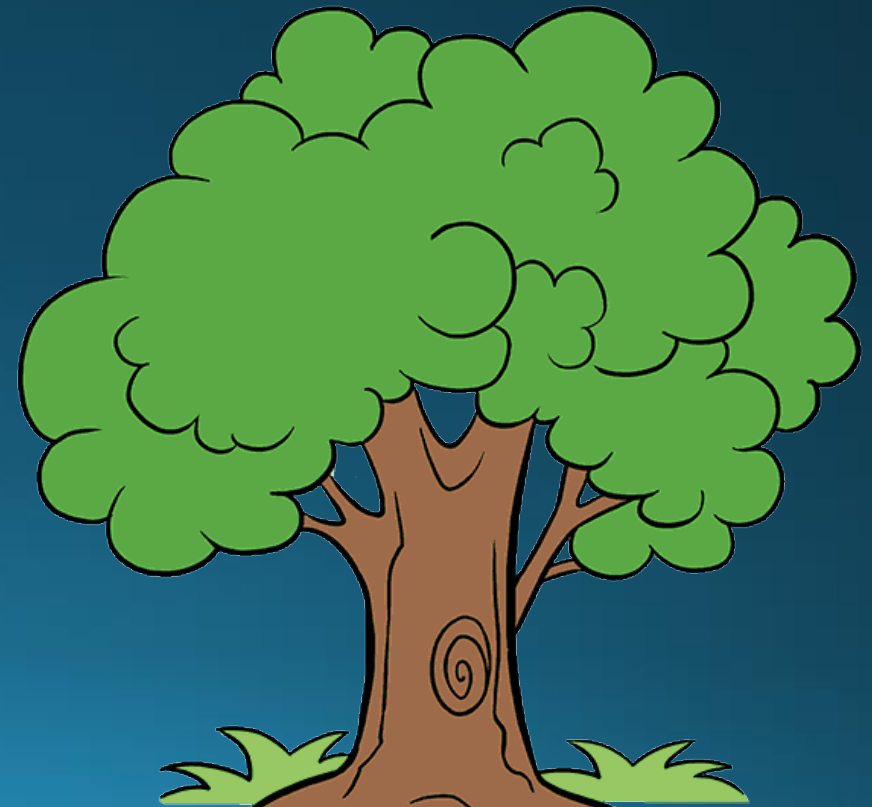
Alliteration

Alliteration is when two or more words start with the same letter or sound. For example: It has a sunny, scenic setting.



Facts

A fact is something which is true and can be verified with evidence. For example: The beach is located along the Adriatic sea.



Opinions

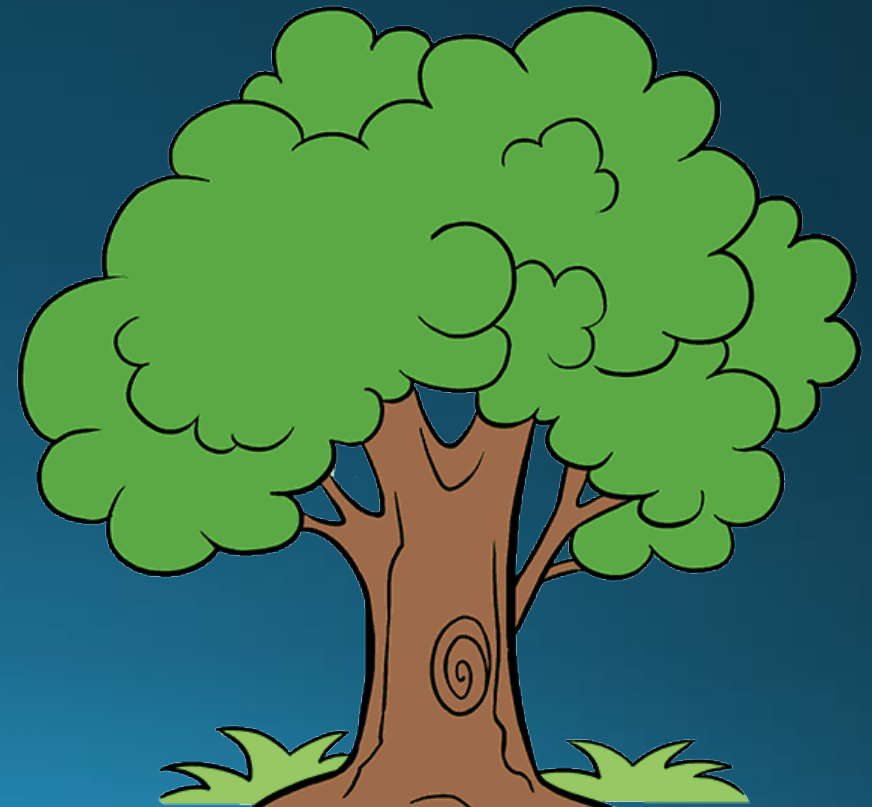
An opinion is somebody's point of view – a person may think it is true but it may not be. For example: These are the best water slides in the world.



Rhetorical Questions

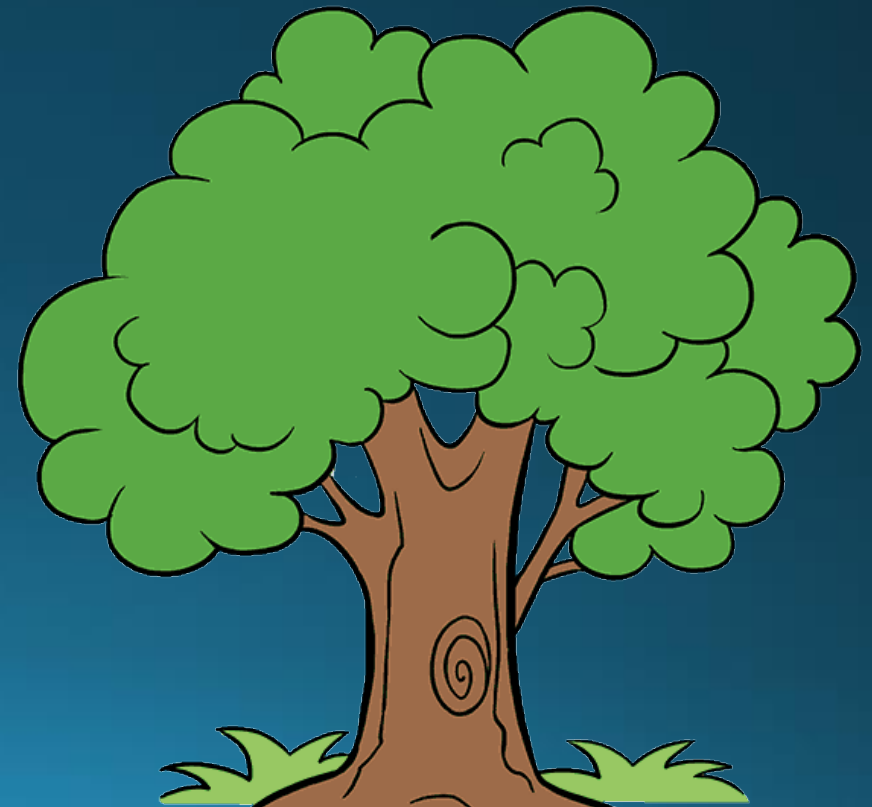
Is a question used to make a point and not an answer.

For example: Are you crazy?



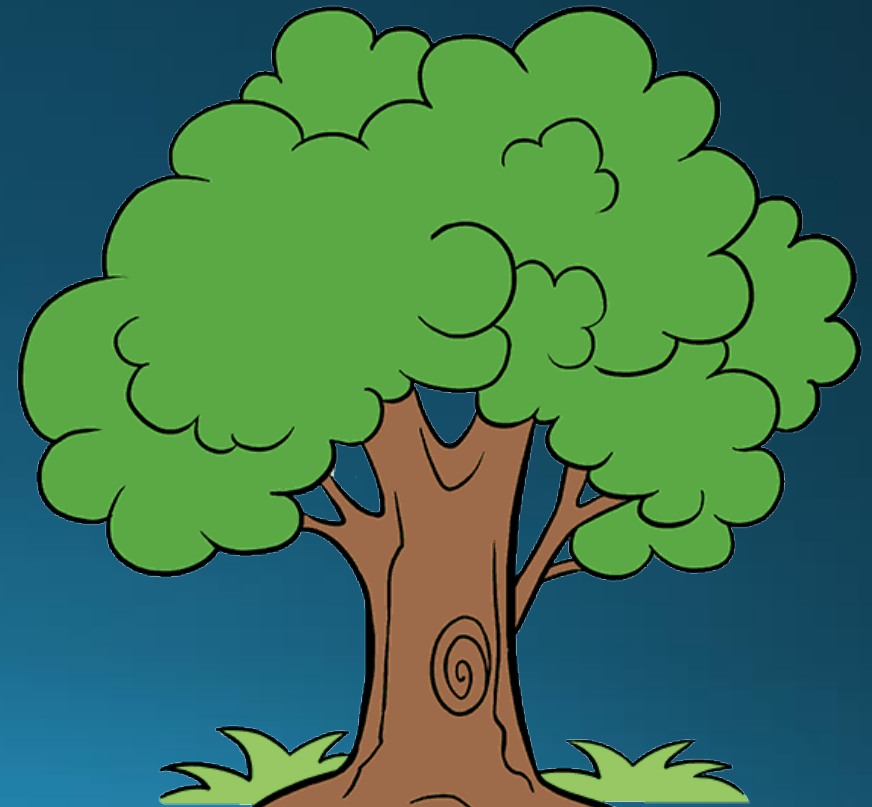
Emotive language

Is deliberate use of language to play on the reader's feelings.
For example: Think about how excited the children will be!



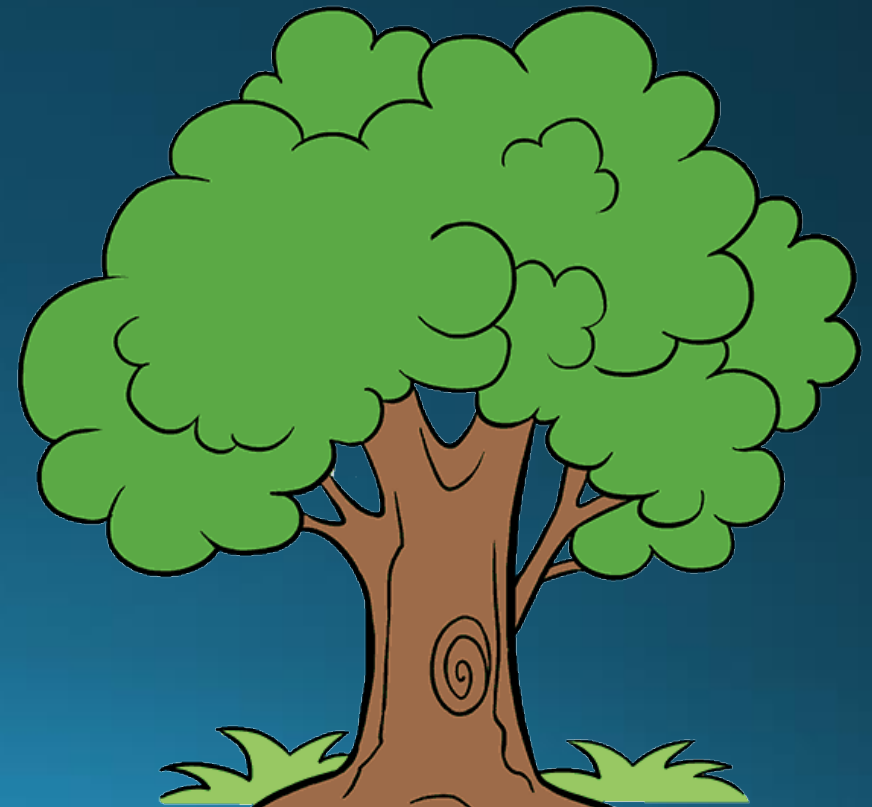
Statistics

Facts and figures which help to support your claim. For example: 99% of people who visited last year would return to this resort.

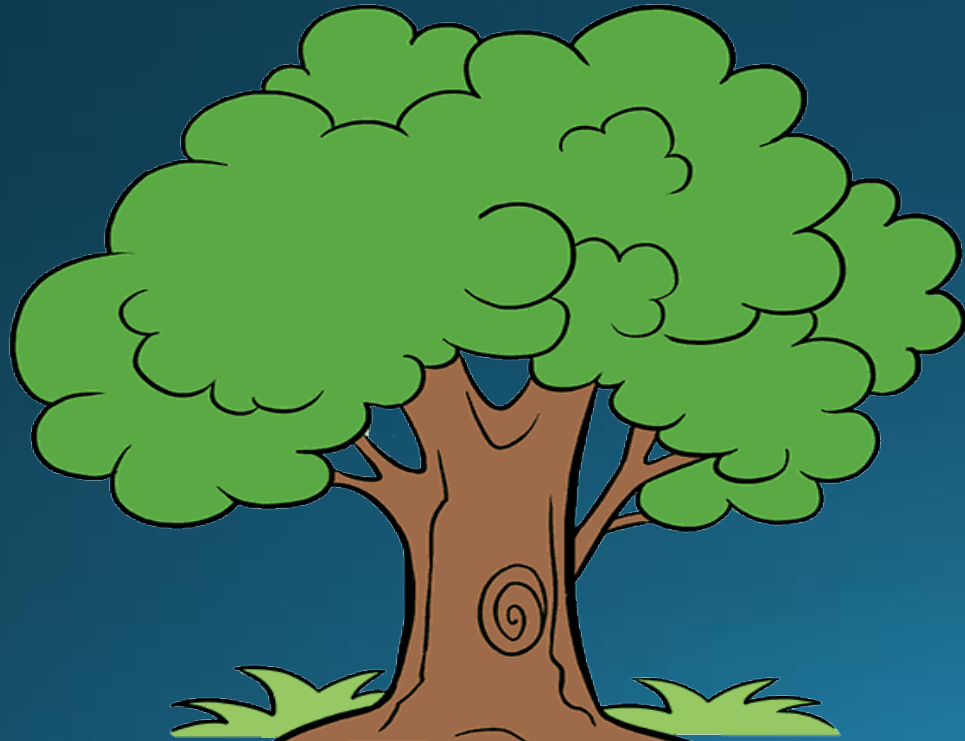


Rule of 3

The rule of three is based on the presentational technique that people tend to remember three things. For example: Stop, Look and Listen.



A.F.O.R.E.S.T.



Alliteration

Facts

Opinions

Rhetorical questions

Emotive language

Statistics

Rule of Three

Wednesday

LI: Can I write persuasively?

How could you
persuade someone
to go on this
holiday?





YOUR TASK...

Write a persuasive piece of writing that will convince someone to go on holiday to a 'rundown' resort (don't tell them that it's rundown).

E.g. the swimming pool is surrounded by a stunning garden, which provides high levels of privacy.

Remember:

- 💡 To include some of the features that we discussed yesterday!
- 💡 Refer back to your mind-map or list if you are stuck for what to include!

Thursday and Friday

LI: Can I write persuasively?

Task: Create a holiday brochure across a double page. You will need to persuade people to visit your chosen destination.

What should we include?

- Alliteration
- Facts
- Opinions
- Rhetorical questions
- Emotive language
- Statistics
- Rule of Three