

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 out delicious sandwiches, you'll be coming back
for more!*

