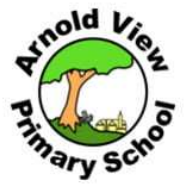


# Writing to persuade UKS2



## Text Types

- ❖ Advertising
- ❖ Letter
- ❖ Speech
- ❖ Campaign

## Text Features

- ❖ Use of 2<sup>nd</sup> person
- ❖ Personal pronouns
- ❖ Planned repetition
- ❖ Facts and 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!*

