

L.O.: to explore persuasive writing

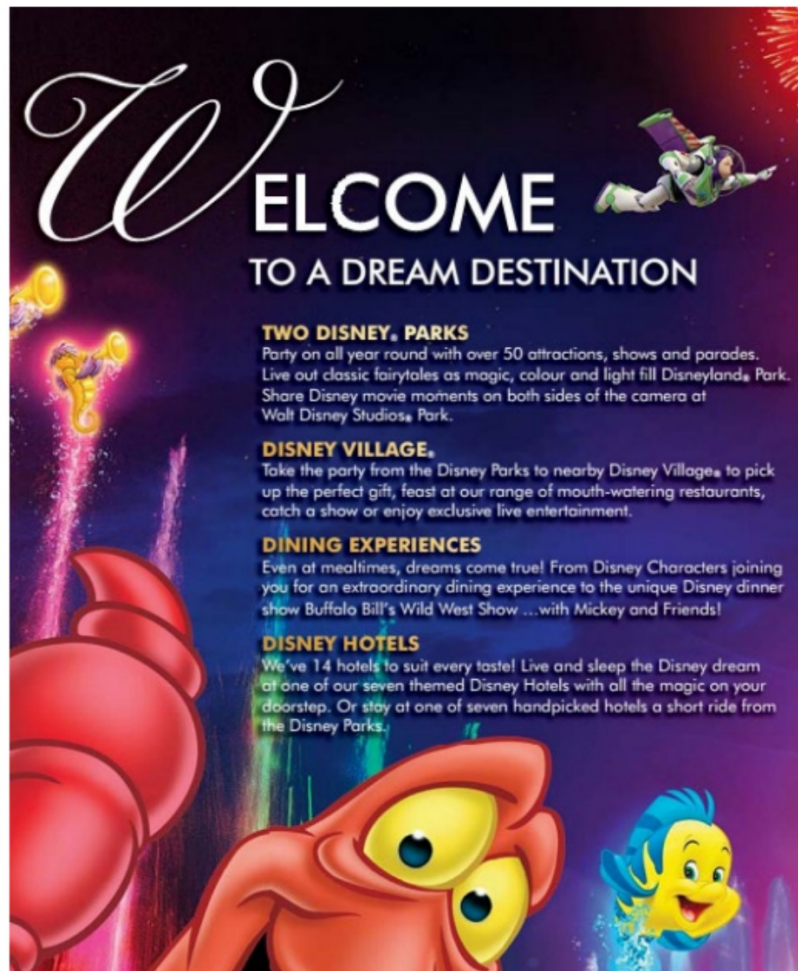
- I can reflect on advertising.
- I can reason why.
- I can choose effective methods for my own work.

Read through the following six pages.

Make notes on all six, how are they different?

How are they similar?

Text 1 - Holiday Brochure



WELCOME

TO A DREAM DESTINATION

TWO DISNEY PARKS
Party on all year round with over 50 attractions, shows and parades. Live out classic fairytales as magic, colour and light fill Disneyland® Park. Share Disney movie moments on both sides of the camera at Walt Disney Studios® Park.

DISNEY VILLAGE
Take the party from the Disney Parks to nearby Disney Village® to pick up the perfect gift, feast at our range of mouth-watering restaurants, catch a show or enjoy exclusive live entertainment.

DINING EXPERIENCES
Even at mealtimes, dreams come true! From Disney Characters joining you for an extraordinary dining experience to the unique Disney dinner show Buffalo Bill's Wild West Show ...with Mickey and Friends!

DISNEY HOTELS
We've 14 hotels to suit every taste! Live and sleep the Disney dream at one of our seven themed Disney Hotels with all the magic on your doorstep. Or stay at one of seven handpicked hotels a short ride from the Disney Parks.

Text 2 - Advertising Slogans



Text 3 - Bread Advertisement



**LESSON ONE IN
MAKING LUNCHTIME
SPECIAL:
NEVER SETTLE FOR
SECOND BEST.**

Flour dusted, thickly sliced and top marks for flavour and texture, our Farmhouse Loaf is set to achieve grade A*'s in any lunchbreak.

For your money-off token visit warburtons.co.uk/lunch

FARMHOUSE
Soft White Special Bread

Warburton's

MAKES ANY LUNCHTIME SPECIAL

The advertisement features a close-up of a sandwich made with Warburton's Farmhouse bread, filled with lettuce, tomato, chicken, and bacon. The sandwich is placed on a wooden desk with a green apple, a pink notebook, and a blue pen in the background. A loaf of Warburton's Farmhouse bread is shown in the foreground, with the brand name and 'MAKES ANY LUNCHTIME SPECIAL' printed on the packaging. The background is a soft-focus image of a desk with school supplies.

Text 4 - Letter to the Editor (An extract)

Dear Sir,

I wish to draw your attention to a problem which must be dealt with. As a local citizen and park volunteer, I must urge that the council ban ball games in the park. There are three main reasons why this has to be done.

The first and most important reason is the damage caused by ball games. Our delicate blooms and fragile flowers are squashed and broken every time a large, heavy ball is sent blasting through the flowerbeds. These rough games encourage thoughtless youths to skid and slide across our carefully tended lawns, leaving deep gouges like scars. Perhaps thousands of pounds of damage is caused by this violent pastime. How much more money will be wasted before good sense wins?

My second point refers to the risks to people and animals caused by aggressive ballgames. The park is used daily by many families with young children and older people who may be unsteady on their feet. It is clear that balls crossing paths like bullets may cause painful injuries to those innocently passing by. What about our precious wildlife? Our park should be a safe haven for the curious squirrels and

Text 5 - Book Blurb

*'A beguilingly funny, original,
thought-provoking tale'*

AMANDA CRAIG, CHILDREN'S BOOKS OF THE YEAR

Chloe is just about the loneliest girl in the world.
But then she meets Mr Stink, the local tramp. Yes, he
smells a bit - but he's the only person who's ever been nice
to her. So when Mr Stink needs a place to stay, Chloe
decides to hide him in the garden shed!

But Chloe's about to learn that some secrets have
a way of leading to disaster. And speaking of secrets,
there just might be more to Mr Stink than
meets the nose...

'a delight... a new Roald Dahl'
THE TIMES

'a wonderful tale... comic genius'
EDINBURGH EVENING NEWS

'Outstanding. And the illustrations rock!'
HEAT



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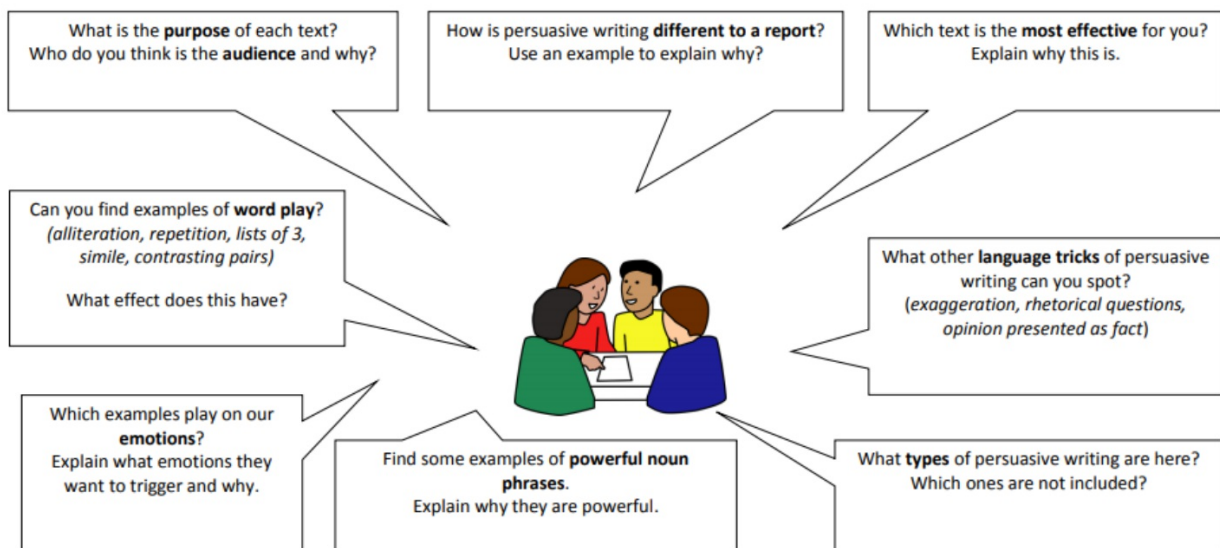
Text 6 - Protest Placards – 2019 Children’s Strike for Climate Action



Reflect on the texts.

- Choose two of the texts to work with.
- Read the questions on Reflection Prompts. Think about your answers or tell them to somebody else if you can.
- Choose 5 or 6 of the questions and write your answers as sentences on Reflection Answers (on the next slide).

Reflection Prompts



Reflection Answers

<i>Purpose and audience</i>	<i>Persuasive writing is different to a report – how?</i>
<i>Examples of word play...</i>	<i>Examples that play on our emotions...</i>
<i>Examples of powerful noun phrases</i>	<i>Language tricks</i>
<i>Types of persuasive text</i>	<i>Which is the most effective? Why?</i>

Revision Card - Persuasive Writing Features

Revise the features of Persuasive Writing

- Use the Revision Card to remind yourself about the features of Persuasive Writing.
- Choose 5 of the most important features and make a poster; using words and pictures to explain them.

Purpose <ul style="list-style-type: none">• To persuade someone to think or do something Audience <ul style="list-style-type: none">• Very dependent on topic and type – anyone who needs persuading by the writer	Types of Persuasive Text <ul style="list-style-type: none">• Advertisement• Holiday Brochure• Letter to Editor• Blurb• Poster/flyer• News article/editorial• Political pamphlet• Protest song
A persuasive text must: <ul style="list-style-type: none">• Grab attention• Be credible• Be convincing• Give reasons• Be clear	Persuasive Language Features <ul style="list-style-type: none">• Present tense• Conjunctions for cause, contrast, condition• Adverbs for lists, cause, contrast, attitude• Emotive language• Strong images/word play*• Deliberate ambiguity• Rhetorical questions• Daring reader to disagree• Opinion as fact
Structure of Formal Texts <ul style="list-style-type: none">• Introduction• A series of points, each of which are explained further• Summing up	Word Play/Imagery* <ul style="list-style-type: none">• Alliteration• Repetition• Onomatopoeia• Simile• Metaphor• Exaggeration/hyperbole• Contrasting pairs• Lists (esp. of 3)

