



Persuasion – Year 4

Prior Knowledge:

- Structure and layout of letters
- Repetition, power of three, exaggeration
- Causal conjunctions

Key Features

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| Introduction | the first paragraph, giving brief information about the content. |
| Causal conjunctions | connecting words that explain the outcome of an action or an event, adding more detail to a sentence e.g. because, hence, consequently, as a result |
| Conjunctions | connecting words to join sentences |
| Paragraphs | information organised into separate and clear sections |
| Modal verbs | Verbs expressing a degree of possibility- e.g. must, should, would, could, will, might |
| Present tense | actions which are currently happening. |
| Emotive language | Language used to incite emotions from an audience. |
| Flattery | Praising someone (often because you want something) |
| Rhetorical questions | Questions asked to make a statement, not requiring an answer. |
| Conclusion | a final paragraph, summarising the key points and re-stating opinion. |

Purpose: Persuasion is a non-fiction text, created with the intention of convincing the reader to do something.

Examples: persuasive letter, advert, brochure, leaflet, poster, review

Organisation, structure and effect

Demonstrate cohesion and sequence between paragraphs and key points.

Back up points with facts, evidence and statistics. Embed these in sentences using conjunctions for cause and effect.

Appeal to the views and emotions of the reader.

Use a range of persuasive language techniques.

Adapt tone and formality to suit and appeal to the reader.

Use modal verbs and conditionals to incite speculation.