



# Persuasion – Year 6

## Prior Knowledge:

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

## Key Features

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
Conclusion	a final paragraph, summarising the key points and re-stating opinion.
Conjunctions	connecting words to join sentences
Introduction	the first paragraph, giving brief information about the content.
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)
Hyperbole	Exaggeration- making something seem larger/more important/better/worse than it really is.
Rhetorical questions	Questions asked to make a statement, not requiring an answer.

**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.