



# Persuasion – Year 1

## Prior Knowledge:

- Adverts can be used to make us want to buy something or visit somewhere

**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

## Key Features

Advert	Promoting a product, service, or event
Conjunctions	connecting words to join sentences
Pictures	Visual representations
Posters	A large, printed piece of text and image- usually eye-catching
Present tense	actions which are currently happening.

## Organisation, structure and effect

Verbally explore persuasion through role play or games and talk about what was an effective tool to use.

Respond to simple persuasive devices- e.g. TV and magazine adverts – and give a personal opinion.

Understand what products, services or events are being advertised in a range of adverts.