



Persuasion – Year 3

Prior Knowledge:

- Structure and layout of letters
- An understanding of the types of adverts
- Experience of verbally persuading through role play and games

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

Introduction	the first paragraph, giving brief information about the content.
Conclusion	a final paragraph, summarising the key points and re-stating opinion.
Conjunctions	connecting words to join sentences
Flattery	Praising someone (often because you want something)
Paragraphs	information organised into separate and clear sections
Present tense	actions which are currently happening.
Slogan	A short easily remembered phrase, often used to advertise an idea or product

Organisation, structure and effect

Create simple signs, posters and adverts.

Explore and respond to a range of persuasive texts, identifying what they are promoting and how effective they are.

Give personal opinions on how particular adverts make them feel.

Use flattery and exaggeration in simple sentences to connect with the reader and persuade them of a certain viewpoint.