Writing to persuade

Text Types

- Poster
- Letter
- Speech

Text Structure

- Use of 2nd person
- Planned repetition
- Facts and statistics
- Adjectives for positive description

Link to other style ideas

- Link to oracy—read aloud, practise aloud e.g. speeches
- Use of colour and images e.g. advertisements

Grammar and Sentences

Use **imperative verbs** to convey urgency,

- Buy it today!

- Listen very carefully....

- Have a race in space and experience the death defying speeds and spins of the world famous 'Titan Tornado' go-kart circuit.

Use **rhetorical questions** to engage the reader,

- Are you bored at the weekend? Are your kids driving you mad? Then why not head down to Astro-Star Park?

- Are bored children driving you crazy?

Use **ambitious adjectives** for positive descriptions

- these adorable pets

- ...a monumental structure...

Adverbials

then   next   soon   therefore

firstly   in addition   however   also

on the other hand   in conclusion

Prepositions

before   after   during   in

because   of

Subordinating and co-ordinating conjunctions

Expressing time, place and cause using conjunctions

when   so   before   after

while   because

Punctuation Content

- Capital letters for proper nouns e.g. Mars, Jupiter, Greece, Miss Bell

- Commas to identify clauses and phrases e.g. once you've been to Mars, you will never want to come back!