

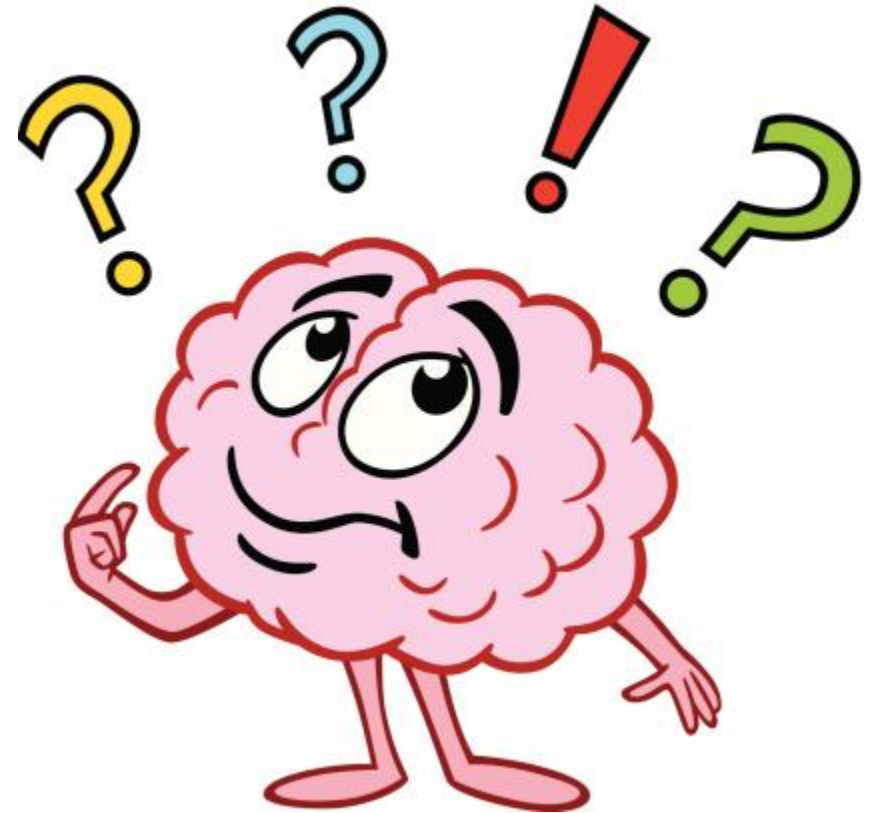
LO: To discuss writing similar to that which we are planning to write in order to understand and learn from its structure, vocabulary and grammar.

Persuasive writing

What does it mean to persuade?

When might we use persuasion?

What might it look like?



We have received a letter from Mrs Booth. Let's see what it says.

Disciples Class,
St Nicholas Primary Academy,
Woad Farm Road,
Boston,
PE21 0EF

Dear Disciples Class,

I am writing to you in the hope that you can help me. I have heard very positive things about your class and feel that you will be the best people for the job in hand.

At the moment, I feel that there is something missing from our school family. We have some spaces in each year group and I would love to invite people to join us and to help us shine our light even brighter than we already do.

I would like Disciples to come up with an advertisement, promoting our school and all of the great things that we have to offer. Think carefully about all of the things that you can include. Why we are a great school. What makes us different to other schools around us?

I know that, as a class, you are more than capable of completing this challenge and I am really looking forward to seeing the amazing advertisements that you come up with.

Yours sincerely,
Mrs Booth

Let's have a look at some persuasive adverts
to see what we can magpie.

<https://www.youtube.com/watch?v=nOsdS5irjAo>



<https://www.youtube.com/watch?v=Mk6RfHdiF24>



<https://www.youtube.com/watch?v=3SAbJjktk7E>



<https://www.youtube.com/watch?v=WA4dDs0T7sM>



Can you answer these questions?

How were these adverts persuasive?

How did these adverts make you feel?

What did you notice?

What did you like/dislike?