

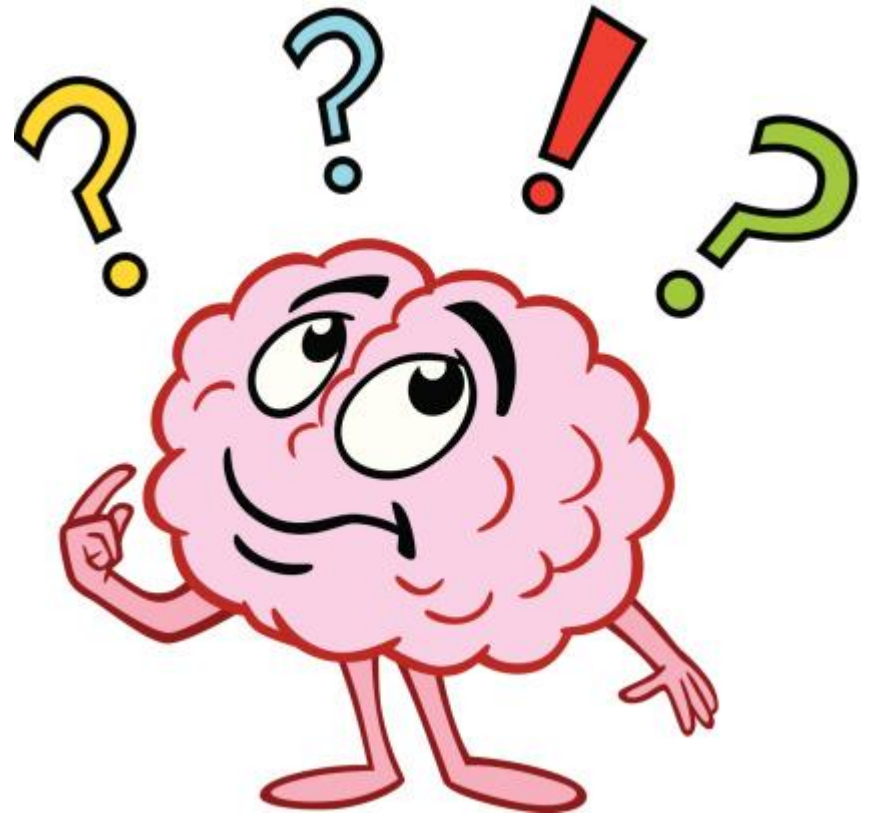
LO: To discuss words and phrases that capture the reader's interest and imagination.

Think back to the adverts that we watched in yesterday's lesson

What did they include?

What made them persuasive?

Why were they made?



Today we are going to create our 'Toolkit' for persuasive writing, so that we always know what we need to include.

Let's watch these adverts to see if we can spot anything to include in our Toolkit.

<https://www.youtube.com/watch?v=FOBnfm4wJa8>



<https://www.youtube.com/watch?v=HgjXw20MEIQ>



What do you think needs to be included in our toolkit?

Make a list of what you think we need to include and then check with my list on the next slide.

Here is what I think we need to include, did you think the same?

A point of view or an opinion

Facts and evidence

Persuasive language (obviously, without a doubt)

Powerful adjectives

Rhetorical questions

Can you think of anything else that needs to be included?