

Y3/4:PERSUASION

KEY FEATURES

- A title that tells the reader the topic
- An introduction that shows your point of view
- Strong arguments
- Short sentences in the present tense
- Facts
- Images to support your arguments
- Exaggeration
- Emotive language
- Persuasive devices
- Rhetorical questions
- A conclusion to sum up your main arguments

RHETORICAL QUESTIONS

Can you imagine...?
Is it right that...?
Have you ever considered...?
Did you know...?
Is it really worth...?
Why should...?

RULE OF THREE:

Using three of something can help give your writing more power and impact. Try using three adjectives to describe something or listing three arguments in your persuasive leaflet.

PERSUASIVE DEVICES

strong arguments
facts
repetition
rule of three
rhetorical questions
powerful exclamations
emotive language
exaggeration
alliteration

REMEMBER

- Think about your audience. Make your opinions clear
- Use a strong written voice.
- Give reasons.
- Use persuasive devices.

SENTENCE STARTERS

It can also be said that...
It is imperative that...
Without a doubt...
It is important to remember...
Anyone can see that...
For these reasons...
Firstly/Secondly/Thirdly...
I strongly believe that...
Now is the time to...
Research suggests...

WORD BANK

as a result of despite moreover surely
because for instance resulting in
thanks to considering furthermore
since therefore

LINKING IDEAS

after also although because but
therefore despite however
in addition in the end so