



Your Target:

To write a persuasive letter.



Day 4

Learning Question:

How can I write a persuasive letter?

Success Criteria:

- Understand the format of a persuasive text
- Identify features of a persuasive text
- Write persuasively and include: emotive language, persuasive phrases and conjunctions
- Write in the present tense
- Know that persuasive writing is about informing the reader about a subject and convincing them to agree with you

Vocabulary

- Profession
- Muscle
- Queue
- Signature
- Programme

Character Speech

Write a line of dialogue for a character who is using this word.

signature

A person's name written in a distinctive way.

Words within Words

How many other words can you make out of the word?



SPaG Shape-Up

Punctuation

Using Commas to Avoid Ambiguity and Clarify Meaning

Can you make the meaning of these sentences clear by adding a comma?

1. I went to Washington London and Rome.
2. My favourite foods are cheese strawberries and apples.
3. For lunch you can choose from soup salad or a sandwich.





SPaG Shape-Up

Punctuation

Using Commas to Avoid Ambiguity and Clarify Meaning

Answers:

1. I went to Washington, London and Rome.
2. My favourite foods are cheese, strawberries and apples.
3. For lunch you can choose from soup, salad or a sandwich.



Your Task

Yesterday you planned your letter to one of your crayons. Today you are going to write that letter trying to persuade them to come back.

Don't forget to use your plan from yesterday and the persuasive techniques learnt on Monday and Tuesday.

Your letter should include:

- Opening paragraph telling the recipient why you are writing
- Main body which is split into paragraphs for each argument
- Concluding paragraph summarising and repeating your points
- Conjunctions to link ideas and help your writing flow
- Written in the first person (remember you are Duncan)
- Written in the present tense
- Persuasive devices (A FOREST)



Don't forget to use persuasive devices...

Powerful rhetorical question starters

How could you possibly...?

Do you really think...?

What would happen if...?

Could your conscience cope with...?

Is it really worth...?

Do you want to be part of...?

Doesn't everyone know that...?

Don't forget to use persuasive devices...

Other Sentence Starters

Most people would agree that...

We all know that...

Only a fool would think that...

It wouldn't be very difficult to...

A sensible idea would be to...

The real truth is that...

Naturally I feel that...

The fact is that...

Everybody knows that...

Surely you would agree that...

Here are two reasons why...

This clearly shows that...

We can see from the evidence that...

Don't forget to use persuasive devices...

Alliteration

Facts

Opinions

Repetition (& **R**hetorical Questions)

Emotive Language (& **E**xaggeration)

Statistics

Three (rule of)

Example letter to grey crayon:

Dear Grey Crayon,

First of all, can I start by thanking you for your letter. However, I was most dismayed to find out that you think I am killing you! Whatever could have made you think that? Since you left, I have been in turmoil; not sleeping, not wanting to eat, not even wanting to watch my favourite TV programme. I have not been able get a good night's sleep as I am so worried about you. I am so devastated that you are gone. Without you and the other crayons I feel that I am nothing.

I do sympathise with your thoughts and complaints about having to colour so many large objects and with this in mind, I have done some research to discover how I can reduce your workload. And guess what? There are brown hippos and rhinos and if you consider that elephants spend a lot of their time in the mud, then there can be brown elephants too (just don't tell brown crayon at this stage). So, this means that you can share the workload with brown crayon – and maybe even make a new friend!

Example letter to grey crayon:

Of course, there will be occasions when you are needed to colour in something large and I appreciate that you will feel tired after so much colouring. So, I have a solution to this problem: I will use you to colour part of the object and then move on to something else before returning to the grey object. This way you have had time for a rest. I also like your great idea of drawing more baby penguins and tiny rocks or pebbles in order to give you more of a break.

In conclusion, I totally understand your arguments and respect your viewpoint. However, we have been together a long time and surely our friendship is worth us working together to save? I am so lost without my colouring time as I so look forward to the tremendous time I spend with my precious crayons. Do you think you could find it in your heart to stop my heart from breaking and come back to me?

I look forward to seeing you again, I hope, very soon.

Yours apologetically,

Duncan

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Finally...

reread your persuasive text. Would you be persuaded?

Don't forget to send your letters to Mrs Bowden and Miss Bjorck.

