

Literacy

Class 4

Persuasive Writing

Wednesday 24th February 2021



Previously



- This week, we started our new Literacy topic which is persuasive writing. Our persuasive writing will be based on deforestation. Yesterday in Literacy we looked at deforestation and explored what this term actually means.
- As a starter, please consider the following questions. If you could make some notes that would be even better.
 1. What does the 'term' deforestation mean?
 2. Can you name three household items that are made from deforestation taking place?
 3. If deforestation took place in the Amazon Rainforest, who would be impacted?

Today in Literacy

- Today in Literacy, we are exploring the key features of a piece of persuasive writing. We will be looking at what is special about persuasive writing and what is commonly included. We will then use this information to help us when we write our own.

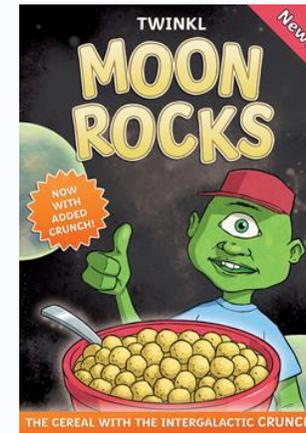
Features of persuasive writing

Persuasive Devices

Persuasive devices are language features typically used in a persuasive piece of text.

A written persuasive text is intended to persuade the reader to think in a particular way.

This can be achieved by using persuasive devices/techniques.



Persuasive Devices

Facts

Opinions

Repetition (& **R**hetorical Questions)

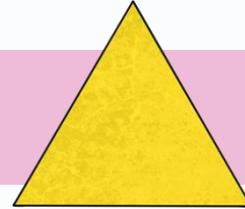
Emotive Language (& **E**xaggeration)

Statistics

Facts

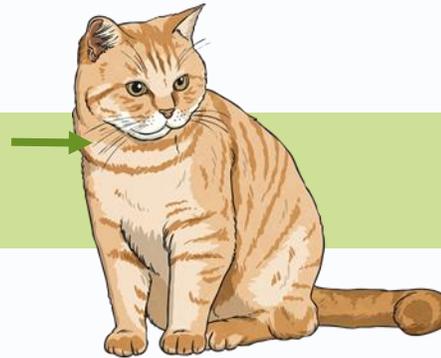
A fact is something which is truthful and can be proven.
Facts can be used to support a point being made.

A triangle has three straight sides.



FACT

Cats have whiskers.



FACT

People need water to survive.

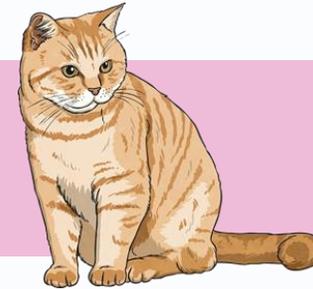


FACT

Repetition

To repeat the same thing more than once. This can be done by repeating the words or sentence in the same way:

Cats are the best! They make great pets and are very friendly, **cats are the best.**



or

the meaning can be retained but stated in a different way using the same words:

Cats are the best! They make great pets and are very friendly. You should choose a **cat** because they make the **best** pets.

Rhetorical Questions

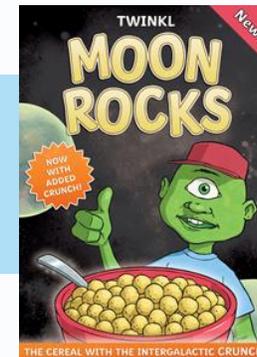
A rhetorical question is one that does not require an answer.

Can you really afford to ignore this warning?



Will you let this bargain pass you by?

How will you ever forgive yourself if you don't buy this product?



Emotive Language

Sometimes writers deliberately choose words to be emotive.

Emotive language means words that create an emotion in the reader.

How does this make you feel? What are the emotive words?

After Christmas every year, there are thousands of abandoned puppies left to wander the streets, scared and alone.

Only your support can rescue them.



Statistics

Factual data used to convince the reader.

95% of people agreed it was the best pizza they had ever tasted.



85% of children believe homework should be abolished.



What data could you use if you were trying to persuade people to eat healthily?

Other features of persuasive writing

1. Usually written in present tense.
2. Use connectives to link ideas such as therefore and however.
3. Counter arguments from the other point of view.

Features of Persuasive Writing

Purpose:

To argue the case for a point of view. To convince the reader.



Structure:

- ✦ Introduction – What is the writing about and what is your opinion.
- ✦ Arguments to support your opinion
- ✦ Conclusion – repeat your point of view

Language Features:

- ✦ Usually written in present tense.
- ✦ Includes logical connectives to link ideas (therefore, however)
- ✦ Use emotive language (powerful verbs and strong adjectives)
- ✦ Ask rhetorical questions
- ✦ Dare the reader to disagree
- ✦ Counter arguments from the other point of view.
- ✦ Try and use some facts as well as opinions.

X
X
X

Task

- Your task today in Literacy is to read the different persuasive texts and find the features we have looked at today. I would be impressed once you have found the evidence if you could use a ruler and annotate the texts.

Task

Red Task - I can read one of the persuasive texts and underline some of the key features such as facts, rhetorical questions and connectives.

Yellow Task - I can read the different persuasive texts and can annotate them with most of the features previously discussed.

Green Task - I can read all three of the persuasive texts and identify all of the correct features within the texts. I can find evidence to support my points and make annotations too.