


## Week 5 – Persuasive devices

L.O. To investigate powerful adjectives for our writing.

Where might we find persuasive devices?

There are lots of different types of persuasive writing.

- An advertisement
- A poster or flier
- A book 'blurb'
- A newspaper or magazine article
- A leaflet; e.g. from people who want to stop whale hunting
- A letter; e.g. from someone trying to persuade somebody else to do something



Who is the audience? What is the purpose?

Let's look at the five key areas of persuasive writing

Audience	Purpose	Examples
Someone you are trying to influence	To promote a particular view in order to influence what people do or think	Adverts, fliers, newspaper editorial


  

Typical Structure	Typical language features
Often a series of points supporting one viewpoint, logical order	Emotive language, personal language, 'weasel' phrases

There are two 'tool kits' we need to write explanations

The 'Organisation Toolkit'.

The 'Persuasive Writing Language Toolkit'.



Remember...

### Organisation Toolkit

Remember to...

- Write an **eye-catching title** that says what you are writing about (e.g. *Protect the Dolphin before it is too late*)
- Write an **introduction** that states the point of view to be argued
- Write your points in **paragraphs** starting with **topic sentences**. These signal the argument to be made in that paragraph.
- Think about what your opponents might argue and include a **counter argument**; either in each paragraph or at the end
- Write an **ending** that re-states your point of view.

### Persuasive Writing Language Toolkit

Remember to...

- Write in the **present tense**
- Choose **emotive language** when stating your point of view (*Thousands of dolphins are cruelly trapped each year*)
- Use words that give reasons for your point of view (*because, so, this means that*)
- Use **dare-to-disagree expressions** to get the reader on your side. Try to appear friendly and reasonable (*There is no doubt the time has come to INSIST that things change*)
- Use **type size and punctuation** for effect
- Use **connecting phrases** to signal your points (*in addition, action needs to be taken*)
- Use **alliteration, rhyme and weasel words** (*probably, perhaps*) to help persuade
- Use **rhetorical questions** (*How long can this go on?*)

Task 1 - Have a look at these leaflets. What persuasive devices have they included?

**Investigate Incredible Italy**  
Where the sun always shines!

What are you waiting for?  
Book your dream holiday today!

Enjoy the taste of authentic home-cooked Italian food.

Are you brave enough to climb Mount Vesuvius?

Relax by strolling along our beautiful golden beaches.

Explore the culture and heritage of our fascinating country.

**BESIDE THE SEASIDE**  
THE BRIDLINGTON EXPERIENCE

BRIDLINGTON'S SEASIDE EXPERIENCE

**Facts and Fun Hands-On Action Talking Tableaux Memorabilia**

**HOW TO FIND US**  
Bridlington can be reached easily by road on the A162 from Hull, and by A101/A1016 from York. Bridlington railway station is approximately 10-15 minutes walk away.

**PARKING**  
There is only one car park at Beach 140. In the case of large events or major events, additional car parking is available nearby at the Harbour Car Park on South Cliff Road.

**OPENING TIMES AND ADMISSION CHARGES**  
Normal opening hours daily are 11am open till midday 3.30pm.  
Opening times may be extended at changes of different times to the season, so please call for latest details.

**Adults** £1.00  
**Children (5-15 years)** 50p

**DISABLED ACCESS**  
A fully disabled toilet facilities and helpful staff will contribute to a pleasant visit.

**Beside the Seaside: 34-35 Queens Street Bridlington YO11 2SP**  
Website: [www.bridlington.co.uk/seaside/experience/](http://www.bridlington.co.uk/seaside/experience/)  
Email: [seaside@bridlington.co.uk](mailto:seaside@bridlington.co.uk)  
Telephone: 01262 674308

**FOR SCHOOL OR GROUP BOOKINGS**  
Tel: 01262 674308

**THE RAIN OR SHINE ATTRACTION**  
For All Ages

You will have some photos of old and new Oadby - write powerful adjectives to describe what you see. Think back to the autumn term when we went on our walk to Oadby Village for our topic work.





E4E: Can you write a paragraph using the words and phrases thinking of fronted adverbials that can be used. Can you include a relative clause?

## Task 2 - L.O. To use persuasive features in our writing.

What persuasive features could we use in an advert?

AFL - I can

Write a persuasive paragraph for a purpose.

Include a rhetorical question.

Include a command

Include a statement

Include an exclamation.

Include strong adjectives

Include deliberate ambiguity.

E.G.

*Do you need a new challenge? Are you ready to embrace breathtaking scenery? You won't believe how bright the snow is! How extreme the slopes are! How the fresh air will seep into your lungs!*

*This October is the start of the new ski season in The ALPS.*

*Don't delay: book your place today!*

## Knowledge

### STATEMENTS

There are 4 main types of sentence.



**Statements** are sentences which tell you something. They end with a full stop.

- Tigers are my favourite animal.
- They are the largest cat species, with a body length of up to 3.3 metres.

### QUESTIONS

There are 4 main types of sentence.



**Questions** are sentences which ask you something. They end with a question mark.

What is your favourite animal?



### COMMANDS

There are 4 main types of sentence.



**Commands** are sentences which tell you what to do. An urgent or angry command can have an exclamation mark. They can be very short sentences (sometimes as short as one word).

Don't do that!

Stop.

Come over here and look at the tigers.

### EXCLAMATIONS

There are 4 main types of sentence.



**Exclamations** are sentences which say something with anger, urgency, surprise or amusement. They always end with an exclamation mark.

I can't believe it!

I saw that!

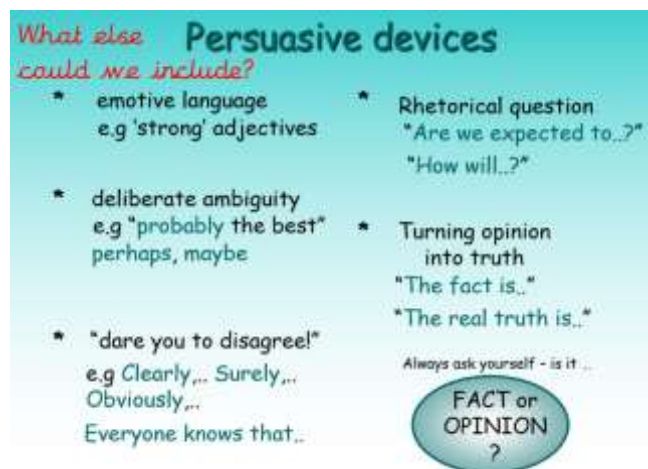
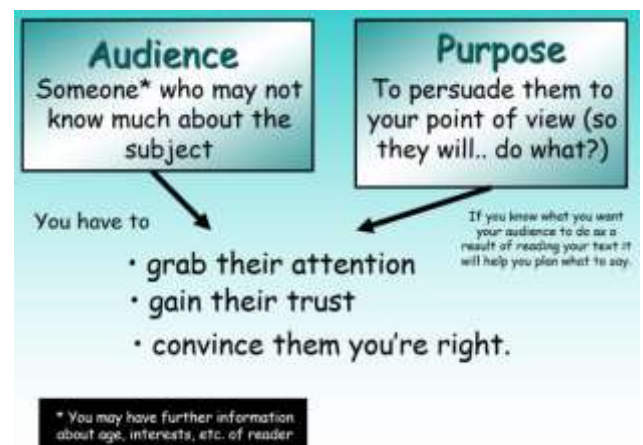
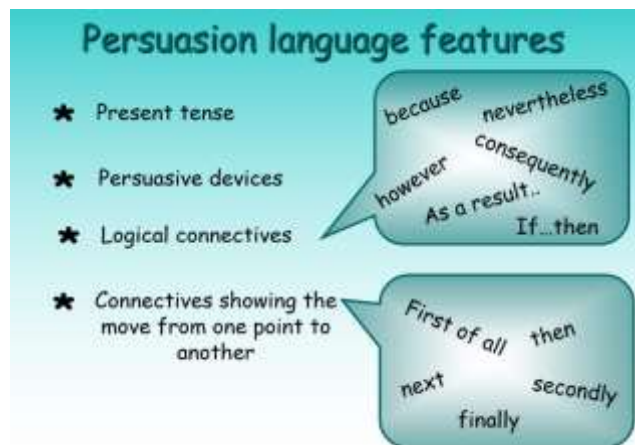
How wonderful!

Oh no!

Have a go at writing a paragraph for the radio advert. Design your own written advert using prior knowledge of persuasion about Oadby - What types of shops are there? What can we buy? How far do we have to travel to get there? Think of slogan, question, description etc.

Task 3 - LO: To evaluate the persuasive features of a travel brochure.

## Knowledge



What features can you identify in this advert to visit Budapest?

Highlight as many different persuasive features as you can on your travel brochure example.

You may want to use a key to colour code each feature or just list them. The choice is yours.

# Come to Budapest!

Budapest is the capital of Hungary in the heart of Europe. Come and visit this diamond to experience the kindness of Hungarian people and to enjoy the food and wine of the region!

## Things to do



Do you have small children? Why not go and visit the Budapest Zoo and Theme Park which is one of the most amazing zoos in Europe with more than 1000 different species from Polar bears to crocodiles and tigers? Or have a ride in the theme park on the Ferris wheels and enjoy the breathtaking views of the city below?



Task 4 - LO: To plan a persuasive brochure for a specific audience.

LO: To use persuasive features for a specific purpose.

- If you were in charge of Oadby tourism, who would you direct your information at?
- Who will be spending their money in Oadby?
- How would you get there? Public transport such as bus or train or in a car?

This may help you to give you some ideas of what to include.

[https://www.tripadvisor.co.uk/Tourism-g3320504-Oadby\\_Leicester\\_Leicestershire\\_England-Vacations.html](https://www.tripadvisor.co.uk/Tourism-g3320504-Oadby_Leicester_Leicestershire_England-Vacations.html)

 **Tripadvisor**

[+ Post](#) [Alerts](#) [Trips](#) 

## Explore Oadby

Hotels 

Things to Do 

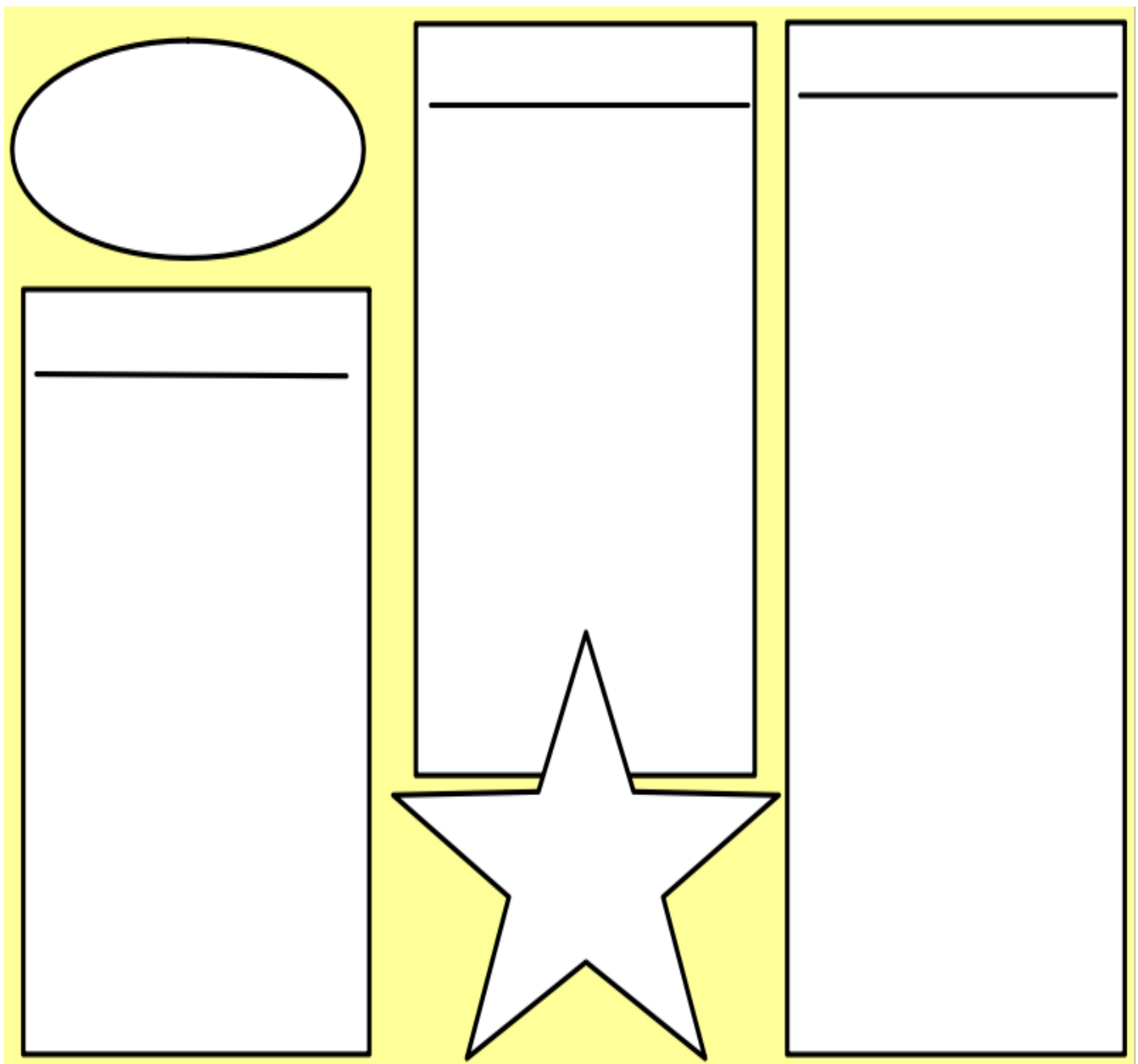
Restaurants 

Travel Forums 

Flights 

Holiday Rentals 

More 



E4E: have a look at if you have missed any persuasive features and try to add it in on the brochure.

Have you included the following?

AFL - I can:

- include persuasive features and language
- include rhetorical questions
- include emotive language - strong adjectives
- include deliberate ambiguity
- include information
- make my audience clear.
- include exciting adverbs and powerful verbs.
- sort my paragraphs in groups
- punctuate my sentences correctly
- extend my sentences with connectives and clauses.
- use a heading, subheadings and photos to enhance my leaflet.
- include the four main different sentence types, e.g. command, statement, question and exclamation.

