CONVINCE ME!

Who is it for and how will you write it?





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DID YOU KNOW?

ADVERTS, LETTERS AND SPEECHES ALL PERSUADE.

Strong writers pick words to suit the reader.





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SAME IDEA, DIFFERENT FORM

✉️

Letter

For the headteacher: polite, formal reasons.

📣

Poster advert

For pupils: short, bold, eye-catching words.

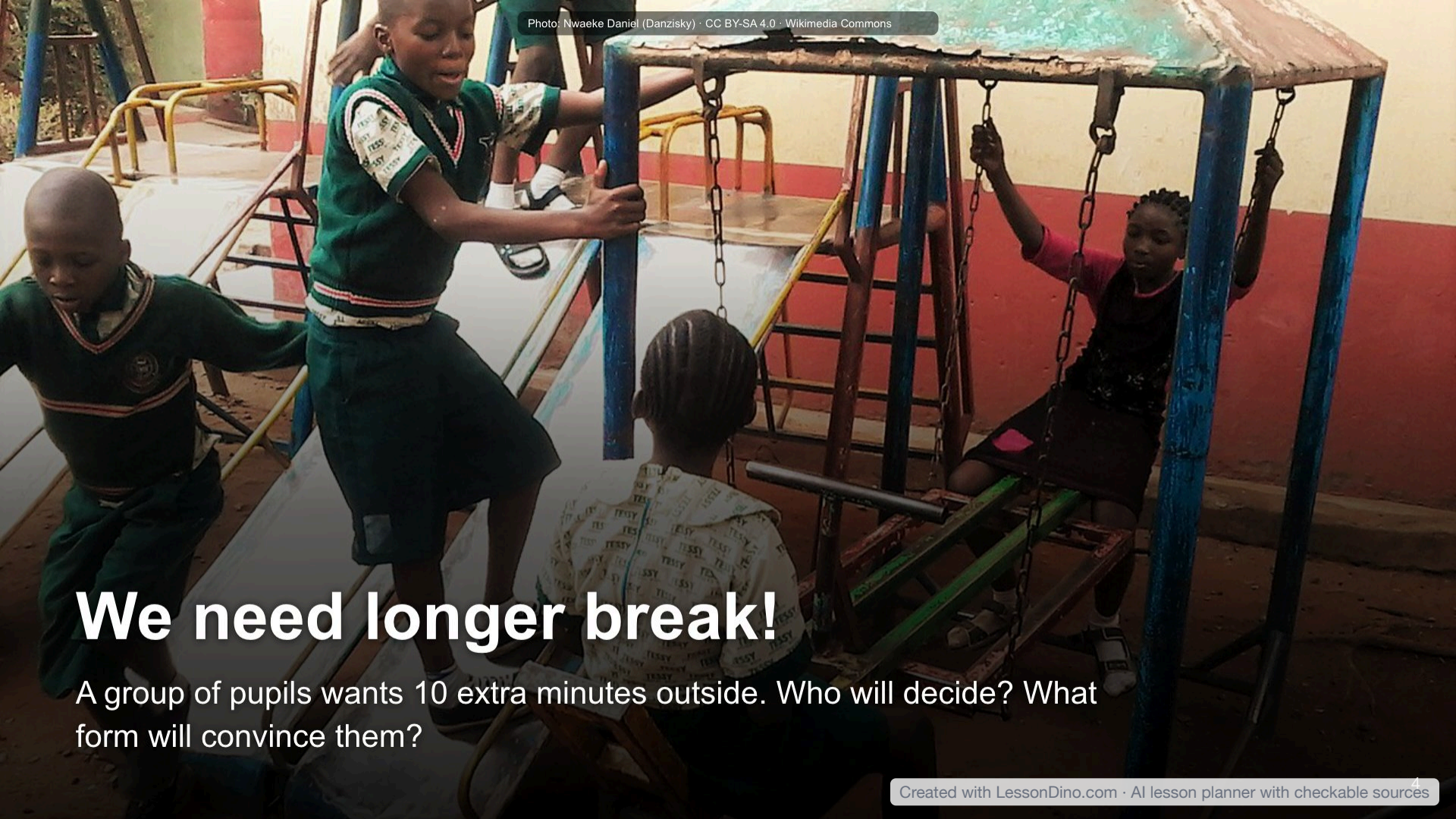
🎤

Speech

For the class: friendly voice, questions to think about.



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We need longer break!

A group of pupils wants 10 extra minutes outside. Who will decide? What form will convince them?

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WATCH: WHAT IS PERSUASIVE WRITING?



▶ 0:00 – 4:28

- Listen for audience – who will read it?
- Listen for purpose – what should they do?



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BIG IDEA

MATCH YOUR AUDIENCE AND PURPOSE, THEN PICK THE BEST FORM.





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WATCH: HOW GOOD WRITERS BUILD IT



▶ 0:00 – 2:50

- Spot the opening, reasons and ending
- Steal one starter for your own plan



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YOUR TASK

IN PAIRS, PLAN TO PERSUADE FOR MORE NEW LIBRARY BOOKS.

1. Name audience and what they must do
2. Choose best form: letter, poster or speech
3. Borrow one model opener: Have you ever...?

10 min

In pairs



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PERSUASIVE CHAIN

KNOW AUDIENCE = WHO READS → FIND PURPOSE = WHAT THEY DO → PICK FORM = HOW IT LOOKS → COPY MODEL = GOOD EXAMPLE



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THINK, PAIR, SHARE

TO PERSUADE THE HEADTEACHER, IS A LETTER OR A POSTER BETTER? WHY?





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EXIT TICKET

1

MY AUDIENCE AND PURPOSE ARE...

2

MY FORM IS ... BECAUSE...

3

ONE MODEL IDEA I WILL COPY IS...



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