Name & Surname: _____ Class: _____ Date: _____

Persuade With Power!

Pick audience, purpose and form.

About 40 minutes Level ★★★☆☆

Audience, Purpose, Form

Good writers first ask who will read and why they write.

- **audience** is who you persuade, like the headteacher.
- **purpose** is what you want them to do or think.
- Pick the **form** — letter, poster or speech — by copying a good model.



Task A

/3

Match each form to its audience and purpose. Write the missing part.



Form
poster advert for book sale
Audience
.....
.....



Form
formal letter to headteacher
Purpose
.....
.....



Form
class speech to classmates
Purpose
.....
.....

Who Fits Best?

Talk through ideas about form and audience.

Key words

audience: who will read your writing

form: type of writing, like letter or speech

persuade: get someone to agree or act

purpose: why you write and what should happen

model: good example you copy and learn from

Task B

/3

Read the ideas about audience and say agree or not.



Student A

We want the headteacher to start an after-school art club. Which **form** should we use?

Write a formal letter with three clear reasons.



Student B

Send a joke note with slang to a friend.



Student C

Make a poster only for our class with no reasons.



Student D

What do you think of each idea? Why?

Student B: .....

Student C: .....

Student D: .....

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Plan Step By Step

Order the plan writers follow before they write.

Task C

/2

Fill the missing boxes to show the planning order.

1. Find the audience: who must you persuade?
2. .....
3. Choose the form: letter, advert or speech?
4. .....
5. Plan points and strong ending

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Choose And Check

Compare forms and sort true from false.

Task D

/8

Pick the best form for this purpose. Use the good and bad points.

Year 6 want to persuade all pupils to walk to school more often.

Poster adverts round school

Advantage

Disadvantage

Formal letter to headteacher

Advantage

Disadvantage

Speech in assembly

Advantage

Disadvantage

Which is the most suitable? Justify your choice.

Task E

Example done for you

/3

Tick true or false using the models you have seen.

Statement	True	False
The audience is the person or group you want to persuade.	✓	
The purpose is the paper you write on.		
A formal letter suits a headteacher better than slang.		
Looking at a good model helps you plan structure and words.		

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How Persuasive?

Rank examples and chain the key ideas.

↑↓ Task F

Example done for you

/3

Place A-D on the line from weak to strong persuasion.

weak for headteacher — A — **strong for headteacher**

- **A** ~~formal letter with three reasons from a model~~
- **B** short letter with one reason
- **C** slang note: Gimme art club, please!!!
- **D** poster with picture but no reasons

Task G

Make a chain where each word links to the last one.

audience → because... _____ → form – purpose tells you the form → because... _____ → ____

because... _____ → ____

because... _____ → ____

How did I do?

Circle a face for each line.

I can identify the audience and purpose. ☹ 😐 ☺

I can choose the right form. ☹ 😐 ☺

I can use a model to plan my writing. ☹ 😐 ☺

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Answer sheet: Persuade With Power!

Task A

1. pupils and parents
2. to allow a recycling club
3. to win votes for team captain

Task B

Student B: right
Student C: not right
Student D: not right
Student B is right because a formal letter suits an adult audience and a serious purpose.

Task C

1. Find the audience: who must you persuade?
2. State the purpose: what should they do?
3. Choose the form: letter, advert or speech?
4. Study a model: copy its structure
5. Plan points and strong ending

Task D

Poster adverts round school: + many pupils see it every day; – little room for reasons
Formal letter to headteacher: + polite and full of reasons; – only one person reads it
Speech in assembly: + speaks to whole school with feeling; – needs confidence and practice
Speech in assembly is best because the audience is all pupils and it allows reasons and feeling.

Task E

1. True
2. False
3. True
4. True

Task F

From weak for headteacher to strong for headteacher: C, D, B, A

Task G

Answers will vary, e.g. purpose - audience tells you the purpose → form - purpose tells you the form → model - form tells you which model to copy → success - model helps you succeed

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