

# Persuasive writing



This week we are learning all about persuasive writing.

*To persuade means to encourage someone to believe or do something through reasoning, argument or temptation.*

There are many examples of persuasive writing in the world around us. E.g. newspapers, magazines, adverts, TV adverts, campaigns, charities, letters.

Can you think of any others?

This week we are focussing on adverts.

**Monday**

# Persuasive Techniques

**Task 1:**

Adverts use many different techniques to try to persuade the audience. Look at Monday's powerpoint to learn about the different techniques adverts use.

**Task 2:**

Read the advert below. Can you label any of the key features you have just learned about?

**Extension:** Look around the house for different adverts (the paper, leaflets and magazines).

**Visit Lovely Liverpool**

*The greatest city in the world!*

Do you want to experience the world's most exciting place?

Take the trip of a lifetime and visit lovely Liverpool!

**"A truly amazing city!"**  
Prince William

There is something for all the family!

There is no other place quite like it!

For more information call: 0151 123 4567

Resource author: ClassroomSolutions

**Top attractions include:**

- The world renowned Albert Docks
- Incredible museums
- Fabulous shopping centres
- World class football stadia
- Beautiful parks
- Historic sites
- Exquisite restaurants

An unforgettable day out!

Capital of Culture in 2008!

Liverpool

Tuesday

# Analysing adverts

Watch the adverts below. Can you find any of the features that have been used to attract people to buy the product? Write down what you hear in the grids below.

<https://www.youtube.com/watch?v=4KagC8LKqkc>

[https://www.youtube.com/watch?v=95s5n\\_J7fpQ](https://www.youtube.com/watch?v=95s5n_J7fpQ) → please choose **one** of the adverts from this video to focus on

## Advert 1

Snappy slogan:

Tempting description of benefits:

Alliteration:

Questions:

Exaggeration:

Anything else persuasive:

## Advert 2

Snappy slogan:

Tempting description of benefits:

Alliteration:

Questions:


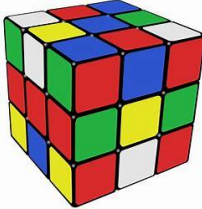

Exaggeration:

Anything else persuasive:

Wednesday

## Powerful Vocabulary

Over the next few days, you will write your own advert for a product of your creation. To get your creativity flowing, have a go at coming up with advert features for these common toys. If you want to do a different toy to the picture, that's fine!

			
<b>Snappy slogan</b>	<i>Say goodbye to boredom!</i>		
<b>Alliteration</b>	<i>For fidgeting fun with friends!</i>		
<b>Questions</b>	<i>Do you find it hard to sit still? Do you like to keep your hands busy?</i>		
<b>Exaggeration</b>	<i>The toy you can't live without!</i>		
<b>Tempting description of benefits</b>	<i>Incredibly cheap and portable, these pocket-sized stress relievers can go wherever you go!</i>		

Thursday

## PLAN AN ADVERT

Today you need to come up with an amazing product to sell. Try to be creative and think of something new that does not already exist. Try to think of a product you, your family or friends would want to buy. It can be a little magical, but don't go too wild. If you are struggling, you could choose from one of the ideas below, or write about a product that already exists.

*Possible ideas:*

*Self-cleaning shoes, odour-proof socks, transforming toy, homework-writing pencil*

*Before you plan your work, read the WAGOLL on the next page so you know what you are aiming for, then fill in the planning grid.*

<i>Name of product &amp; cost (including any deals)</i>	<i>Picture of product</i>	<i>Description of what it looks like</i>
<i>How does it work?</i>	<i>Snappy slogan</i>	<i>Alliteration &amp; Benefits</i>

# The Marvellous, Mighty, Monster Truck!

## 50% OFF FOR A LIMITED TIME!

HURRY!  
WHILE  
STOCKS  
LAST!



VOTED  
BEST TOY  
OF 2014

Only  
£199

**Children, are you fed up with your toys breaking?**

**Are you looking for a new fantastic unbreakable monster truck?**

Well look no further, help is here with the indestructible, **Marvellous, Mighty, Monster Truck**.

The **Mighty Monster truck** is like no other truck that has ever been seen before!

It has an all-new exceptional and electrifying design! This toy is just for YOU; it will be a superb, special and sensational addition to YOUR toy collection!

The Mighty Monster truck has many breakthrough and breathtaking features including:

- It's mind-bogglingly huge wheels
- Remarkably responsive, smooth suspension, so your monster truck will not be damaged by any bumps
- An everlasting body kit made out of robust rubber, so your monster truck can survive any collision that may occur
- Remarkable voice recognition technology, which allows you to control your monster truck with only your voice
- Incredibly interesting and entertaining, your monster truck will keep you entertained for hours and will make you popular with your friends!

Let the Marvellous, Mighty, Monster Truck join your toy box today and you'll have the privilege of owning the most amazing, mind-blowing truck there ever will be!

## Miss it! Miss out!

Friday

## *It's Advert Time!*

Now it's time to create your advert for your product. Remember to write quality sentences. Try to include conjunctions such as 'and, so, because, although, which'.

Your advert must include the following:

- A catchy name / title
- The cost of the product and where you can buy it
- Questions
- Tempting description of how it works and its benefits ( this could be as bullet points)
- Snappy slogan
- Alliteration
- Exaggeration
- A picture of your product
- Bright and colourful