

Persuasive writing

week 2



This week we are continuing to learn about persuasive writing.

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

Before half term you wrote an advert to persuade someone to **buy** a product. This week, you are going to persuade someone to **take action**. Our focus is going to be **plastic pollution**. Write down in the box below all the words and phrases you think of when you hear 'plastic pollution'.

Monday :

Go on to BBC IPlayer and watch Blue Planet Episode 7- Our Blue Planet. This is all about the impact of human life on the oceans and their creatures. Try to watch the whole episode if you can. Make sure you pay attention to the part about plastic pollution from 18 – 25 minutes.

<https://www.bbc.co.uk/iplayer/episode/b09jbn5f/blue-planet-ii-series-1-7-our-blue-planet>

You may find this episode on your TV box, but if you are watching on the website through a laptop/tablet/phone your parents may need to sign in/ create an account (free).

Tuesday :

Complete the plastic pollution reading comprehension on the website. Remember to choose *, ** or ***, depending on what you usually work on in class.

Wednesday:

When trying to persuade someone to **do** something, an advert will often use **emotion** to persuade. Watch the following video.

<https://www.youtube.com/watch?v=HQTUWK7CM-Y>

Think about the video, the reading comprehension from yesterday and the Blue Planet episode. Write down all the thoughts and feelings you have on the sheet below.

Try to use powerful emotion words and think of synonyms for simple words.

e.g. happy = ecstatic, overjoyed, over the moon, pleased



= feelings



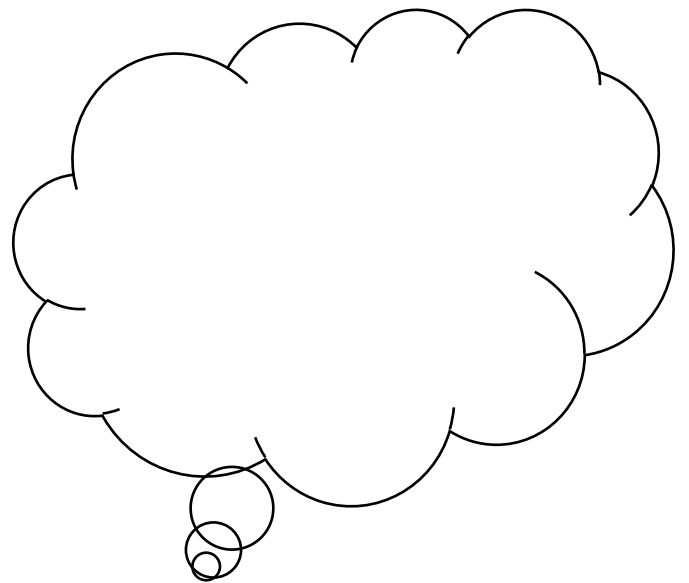
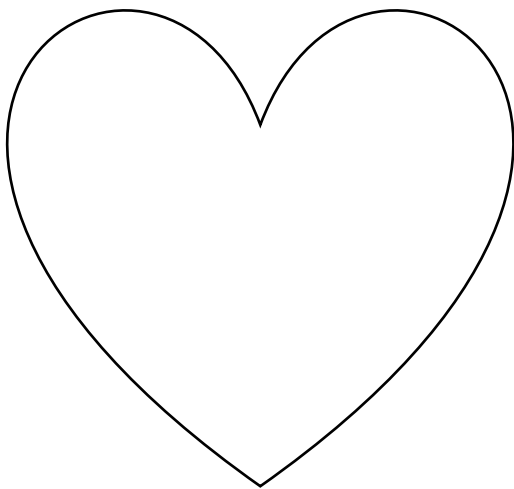
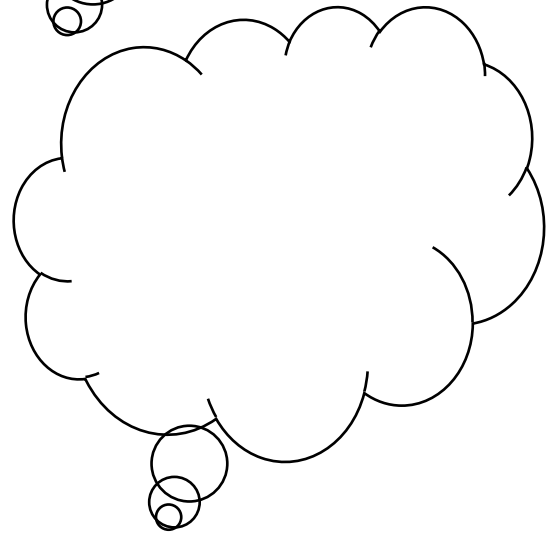
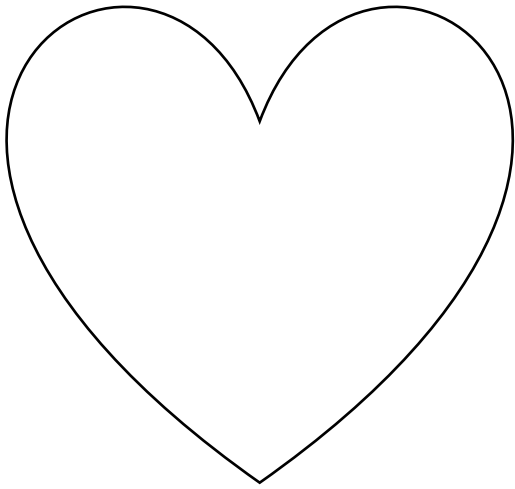
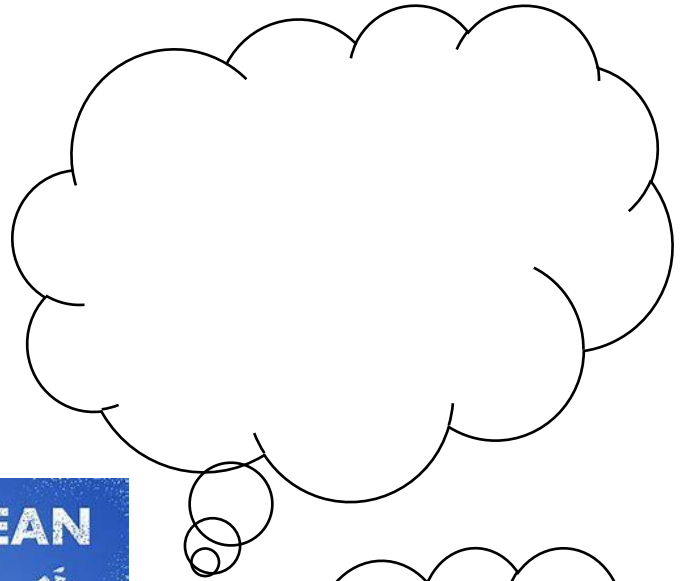
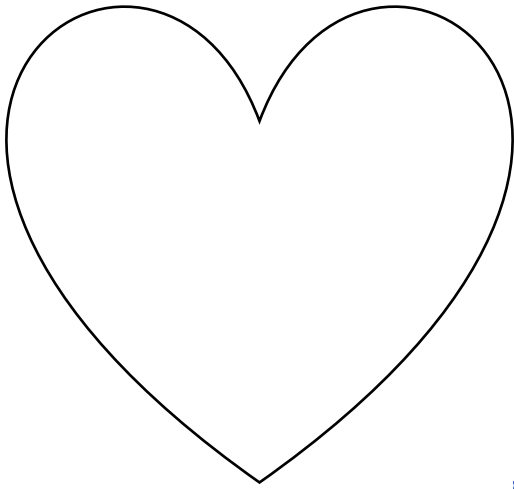
= thoughts

#

*Write in full sentences. Your feelings must use the word **because**. Your thoughts could include questions (why? When? Who? What? Where?)*

Wednesday

Thoughts and feelings



Thursday

PLAN AN ADVERT

To help keep plastic from the sea and help the marine environment and animals, the 2 minute foundation is a registered charity that is devoted to encouraging people to cleaning up our planet 2 minutes at a time.

Take a look at their website and watch the video about the 2 minute beach clean, then answer the questions below.

<https://www.beachclean.net/why>

What is the 2 minute beach clean?

At what time of year is it particularly important?

What happens to plastic as it breaks down?

Name 3 items he found on the beach.

What phrase does he use to end the video? Why is this so powerful?

Tomorrow, you will create a written advert to persuade people to take part in the 2 minute beach clean. It needs to be emotive (make people feel emotion so that they want to support the cause). You will need to include all the key features of adverts we looked at last week, including:

- Rhetorical questions
- Alliteration
- Description of the benefits
- Snappy slogan
- Exaggeration
- Emotive language

Use the planning frame below to plan your advert.

Beach Clean Planning Page

What are you persuading?

Who are your target audience?

Which powerful emotion words will you use?

Rhetorical questions to ask the audience:

Snappy / powerful slogan to end the advert:

What persuasive arguments will you use?

Think about: harming animals, beautiful beaches, the future of the planet, how long does it take?

