

Holes

Persuasive Writing

Learning Objective:


To write a persuasive speech.

L.O. To write a persuasive speech

Writing to persuade means that you want to convince your reader that what you're saying is true. You'll need to do this by thinking carefully about the language you use and the information that you provide.

There are different ways of writing to persuade, such as:

- adverts or posters;
- a persuasive talk or speech;
- a campaign.

A cartoon illustration of a young boy with dark hair, wearing a green and blue plaid shirt, sitting at a desk and writing in a notebook. He is looking thoughtful, with his hand on his chin. A thought bubble is coming from his head.

Can you think of a time when you've had to persuade someone? Think about what you said and the words that you used.

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The most important part of writing to persuade is being able to convince your reader of something. To do this effectively, you'll need to use a range of different features.

Imperative Verbs

Imperative verbs tell the reader what to do. They help to get your message across really clearly.

Buy this floating fence post today!

Improve the places that you love.

Considered Repetition

To make sure that you really get your point across, you'll want to repeat important facts or the name of the product.

Be careful not to make your writing sound too repetitive.

Adverbials

Use adverbials to engage with your reader.

Surely, you can agree...

Unbelievably, this product is on sale at the incredibly low price of...

Rhetorical Questions

Rhetorical questions are questions which don't need an answer. They can help your reader to feel like you are talking specifically to them.

Are you fed up with...?

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Can You Spot These Features?

Have a look at these different types of persuasive writing. Can you spot the features?

- imperative verbs
- considered repetition
- adverbials
- rhetorical questions



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Advert



Man's Best Friend's Best Friend

Confused by the title? Unsure as to why man's best friend needs their own best friend? Let me, Diggles Digby of 4 Parkview Terrace, explain.

For centuries, we have stood faithfully by the side of humans. We have provided unrivalled companionship, vital support and have survived the multitude of 'cute' cat videos which endlessly plague our master's devices. Of course, my canine compatriots, we do this because we enjoy it. However, there are still days when the words, "Should we get a cat?" ring bitter in the ears of even the strongest of dogs. That's why I am introducing you to Man's Best Friend's Best Friend: the perfect friend for the perfect friend.

Made with an extra-chewable rubber interior and an exterior which guarantees a minimum moult of 60% onto your owner's freshly-cleaned carpets, the MBFBF is the product you deserve. What's more, the ergonomic design is guaranteed to fit all jaws from chihuahua to mastiff.

So, what are you waiting for? Beg your master for the treat you deserve and ensure that they bring home an MBFBF today.

Which features did you manage to spot?



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Campaign

Vote for Horatio

Dear fellow rabbits. On the 24th December, you will have a choice. Today, I am urging you to make your choice count by voting for me, Horatio. With me in charge of the warren, I guarantee that your lives will be significantly improved. I will ensure that our grass stays both juicy and plentiful all year round by investing in the latest technology. I will ensure that our warren stays safe from predators by providing self-defence training for all rabbits and their young. Lastly, I will ensure that your concerns are listened to by holding regular public meetings. Remember: for a better, safer warren, vote for Horatio on the 24th December.



Which features did you manage to spot?



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Persuasive Speech



Following the disastrous cave-in of their home, the leader of colony 34A addresses the affected ants:

Fellow ants of colony 34A,

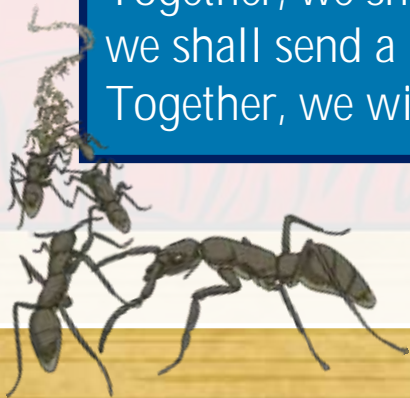
I stand before you as your appointed leader to remind you that we have prepared for this moment. While many of you have lost homes and supply routes, it is important to remember that we all survived.

We must not let ourselves be discouraged. When that human poked a gigantic stick through the heart of our hill, what do you think they hoped would happen? I'll tell you what! They expected us to scatter, to give up and to abandon all hope but we shall not!

Today, we shall begin rebuilding our hill. Whether you're a soldier or a worker, I expect every ant to come together as a team to show that we cannot be defeated.

Together, we shall make 34A bigger, better and stronger than ever before. Together, we shall send a message to those meddlesome humans that a stick is not enough.

Together, we will rebuild our home.



Which features did you manage to spot?



Speech writing

Look at the sentences you wrote yesterday and your reasons for closing Camp Green Lake from Monday. Each point one needs to be in a separate paragraph.

You need to explain your point further and use a variety of persuasion techniques to try and convince your audience.



Speech writing - Let's try...

Let's try finishing this paragraph as a class. Why do these children need an education?

Why does this mean Camp Green Lake should be closed?



These poor, underprivileged children are being deprived of a proper education.

Remember a great speech is not just what you say but how you say it.

- Martin Luther King Jr wrote some amazing speeches. The messages he shared were incredibly important but the way in which he spoke was also very powerful and helped him to get his message across.



- (1:55-3:30)

Feel free to watch it all

- If you are able to perform your speech for someone at home that would be fantastic. If you could record it and send it in that would be even better!