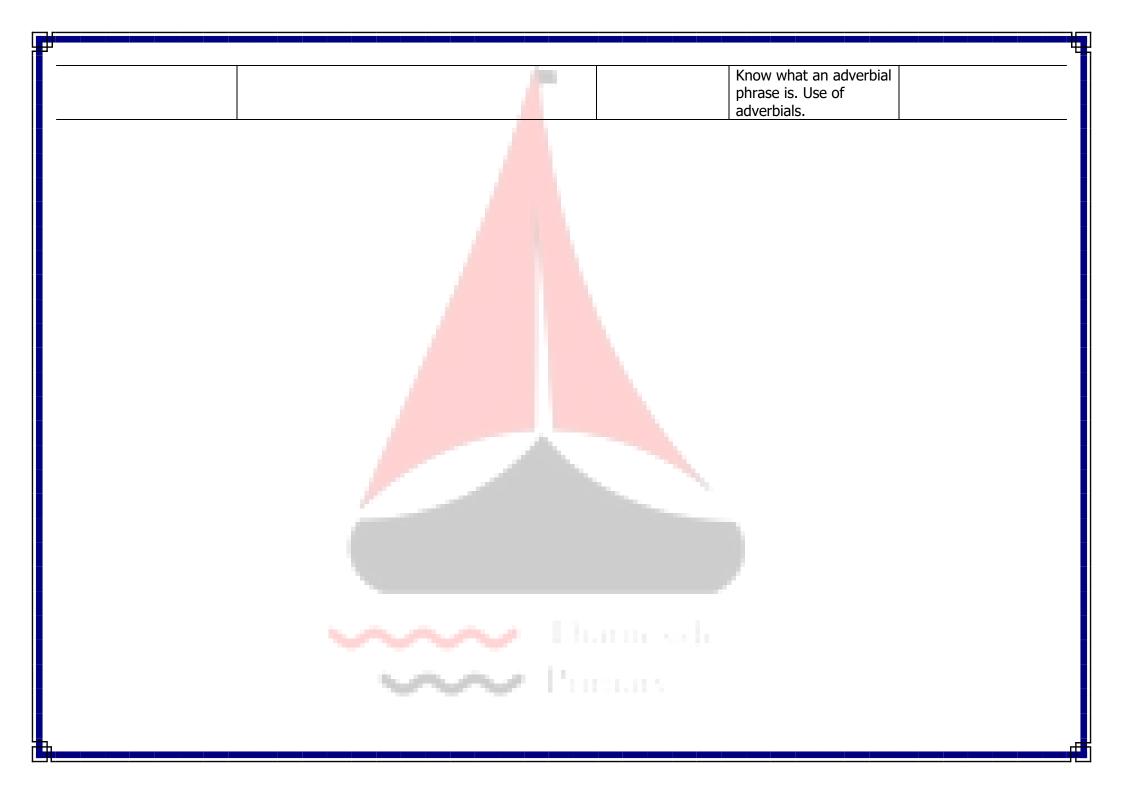
writing to persuade, persuasive advert, leanet, eamplight and speech real s.							
Text Structure	Sentences and Grammar	Useful	Word Classes	Punctuation			
		vocabulary					
Clear introduction.	Simple and compound sentences used with extra	Surely,	<u>Noun</u>	Use finger spaces between			
	description.		To form nouns using	words.			
Points about		Obviously,	prefixes. Nouns and				
subject/issue.	Simple and compound sentences used with		pronouns used to avoid	Use capital letters and full			
	additional description.	Clearly,	repetition.	stops to demarcate			
Key ideas organised	Use co-ordinating conjunctions to link two			sentences.			
into paragraphs.	main ideas in a sentence: and, but, so, for, nor,	Don't you	Verbs				
	or, yet.	think	Present perfect forms of	Capital letters for proper			
Sub-headings used to			verbs instead of 'the'	nouns.			
help organise the text.	Some examples of complex (subordinate clauses	First,					
Audience and numbers	used)	Casandhi	Adjectives	Use a question mark and			
Audience and purpose: Someone who may not	Using subordinating conjunctions in the middle of sentences: when, if, as, unless,	Secondly,	Use of well-chosen	exclamation mark for rhetorical and exclamatory			
know much about the	because, while.	My next point	adjectives.	sentences.			
subject.	Decause, while.	is	Conjunctions	sentences.			
Subject.	Appropriate use of present tense.	15	Express moving from one	Use commas to separate			
To persuade them to	Appropriate use of present tense.	My own view	point to another: (First of all,	items in a list.			
your point of view. (So	Written in the second person. (you)	is	then, next, finally)				
they will do what?)							
,	Some examples of rhetorical questions to engage	My last point	Tense				
It is important to catch	the reader.	is	Correct and consistent use of				
their attention, gain			the present tense.				
their trust and convince	Some examples of imperative verbs – Buy it	My final point					
them you are right.	today.	is	Adverbs				
			Introduce/revise adverbs.				
	The use of proper nouns to name people, places	Imagine	Express time and cause;				
	and things.	11.11.11	then, next, soon, after, later.				
		Consider					
	Precise adjectives used for positive description	-					
	and expanded noun phrases to add detail.	Enjoy					
	Adverbial used: First, also, therefore, on the other						
	hand, in conclusion						
				-			

Writing to persuade: persuasive advert, leaflet, campaign and speech – Year 3.

Writing to persuade: persuasive advert, leaflet and speech – Year 4.

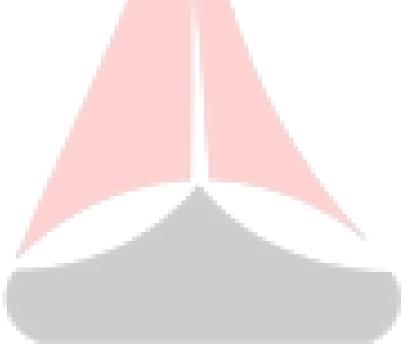
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Text Structure	Sentences and Grammar	Useful vocabulary	Word Classes	Punctuation
Clear introduction and	Variation in sentence structures.	I believe that	<u>Noun</u>	Use capital letters and
conclusion.			Nouns and pronouns	full stops to demarcate
	Compound sentences used with additional	It seems to me	used for clarity and	sentences. (Non-
Points about subject/issue.	description.	that	cohesion.	negotiable)
	Use co-ordinating conjunctions to link two main		Noun phrases	
Key ideas organised into	ideas in a sentence: and, but, so, for, nor, or, yet.	It is clear that	expanded by the	Capital letters for proper
paragraphs and links			addition of modifying	nouns.
made between	Subordinate clauses used.	Is it any wonder	adjectives, nouns and	
paragraphs.	Using subordinating conjunctions to join clauses	that?	prepositional phrases.	Use question marks,
	and used as openers: when, if, as, because, while.			exclamation marks and
Sub-headings used to help		Furthermore,	Verbs	full stops accurately.
organise the text.	Appropriate use of present tense.		Standard English for	
_		As I see it	verb inflections and	Use commas to separate
Topic sentences are used.	Written in the second person. (you)		pronouns.	items/ adjectives in a
· · · ·		Inevitably		list.
Audience and purpose:	Examples of rhetorical questions to engage the		Adjectives	
Someone who may not	reader. (Are we expected to?)	Extremely	Use of well-chosen	Use commas after
know much about the		significant	adjectives.	fronted adverbials.
subject.	Examples of imperative verbs – Buy it today.		-	
	The use of planned repetition and key facts and	In summary	Conjunctions	Use commas to mark
To persuade them to your	statistics used.		Express moving from	subordinate clauses.
point of view. (So they		In conclusion	one point to another:	
will do what?)	The use of proper nouns to name people, places and		(First of all, then, next,	Apostrophe for
	things.	The evidence	finally)	possession to mark
It is important to catch		presented	Logical conjunctions:	plural nouns.
their attention, gain their	Precise adjectives used for positive description and		however, although, If,	
trust and convince them	expanded noun phrases to add detail.	Have you ever	then.	
you are right.		thought about?	<u>Tense</u>	
	Adverbial used: First, also, therefore, on the other		Correct and consistent	
	hand, in conclusion	Do you think	use of present tense.	
		that?	Adverbs	



Writing to persuade: persuasive advert, leaflet and speech – Year 5.

Text Structure	Sentences and Grammar	Useful	Word Classes	Punctuation
		vocabulary		
Developed introduction and	Variation in sentence structures.	I believe	<u>Noun</u>	Consolidate all previous
conclusion using all the		that	Locate and identify	learning. (Capital letters,
argument or leaflet layout	Compound sentences used with additional description.		expanded noun	full stops, commas in
features.	Use co-ordinating conjunctions to link two main	It seems to	phrases.	list)
	ideas in a sentence: and, but, so, for, nor, or, yet.	me that	Pronouns used for	
Paragraphs developed with			clarity and cohesion.	Use commas to separate
prioritised information.	Subordinate clauses used.	It is clear		items/ adjectives in a
	Using subordinating conjun <mark>ctions</mark> in the middle of	that	Verbs	list.
Viewpoint is transparent for	sentences and to extend sent <mark>ences: when,</mark> if, as,		Use modal verbs to	
the reader.	because, while.	Is it any	indicate possibility.	Use commas after
	Appropriate use of present tense.	wonder that?	Prefixes for verbs: dis,	fronted adverbials.
Emotive language used		- ·	de, mis, over, ise, ify.	
throughout to engage the	Written in the second pe <mark>rson. (you)</mark>	Furthermore,		Use commas to mark
reader.			Adjectives	subordinate clauses
	Short sentences for emphasis: This has to stop!	As I see it	Use of well-chosen	including the opening of
Sub-headings used to help			adjectives.	subordinate clauses and
organise the text.	Examples of rhetorical questions to engage the reader.	Inevitably	Contractions	use commas to clarify
Taria and an and a second	(Are we expected to?)	E A MARKED	Conjunctions	meaning.
Topic sentences are used.	Evenuelas of increasing works and use del course to	Extremely	Express time and	To use huselists and
Audion co and numbers	Examples of imperative verbs and modal verbs to	significant	cause: time	To use brackets and
Audience and purpose:	convey urgency – Buy it today! This product will	The commence of a	conjunctions (when, so,	dashes for parenthesis
Someone who may not know much about the	transform your life!	In summary	before, after, while,	including emphasis: This
	The use of deliberate ambiguity "Drebably the best"	In conclusion	because)	is our chance-our only chance-to make a
subject.	The use of deliberate ambiguity – 'Probably the best'.	In conclusion	Tense	difference.
To persuade them to your	The use of planned repetition and key facts and	The evidence	Correct and consistent	dinerence.
point of view. (So they	statistics used.	presented	use of present tense	To use colons and semi
will do what?)	Statistics used.	presented	and present progressive	colons to list features,
	The use of hyperbole.	Have you	tense.	attractions or
It is important to catch their		ever thought		arguments.
attention, gain their trust	The use of proper nouns to name people, places and	about?	Adverbs	a gamento.
accention, gain their trust	things.		1010100	
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and convince them you are		Do you think	Know what an adverbial	To use semi-colons for
right.	Precise adjectives used for positive description and	that?	phrase is.	structure repetition:
light.				•
	emotion. Expanded noun phrases to add detail.		Fronted adverbials.	Bring your friends; bring
			Comma after fronted	your family; bring the
	Adverbials used to convey a sense of certainty. Surely,		adverbials.	whole family.
	we can all agree?		Adverbials of time,	
			place and manner.	
	Adverbials used: First, Furthermore, In addition,			
	However, Nevertheless, Therefore, Consequently, In			
	conclusion			





Writing to persuade: persuasive advert, leaflet and a persuasive speech – Year 6.

Text Structure	Sentences and Grammar	Useful	Word Classes	Punctuation
		vocabulary		
Developed introduction and	Variation in sentence structures.	It appears	<u>Noun</u>	Consolidate all previous
conclusion using all the		that	Locate and identify	learning. (Capital
argument or leaflet layout	Compound sentences used with additional description.		expanded noun	letters, full stops,
features.	Use co-ordinating conjunctions to link two main	There can be no	phrases.	commas in list)
	ideas in a sentence: and, but, so, for, nor, or, yet.	doubt	Pronouns used for	
Arguments are well			clarity and cohesion.	Use commas to
constructed that answer	Subordinate clauses used.	It is critical		separate items/
the reader's questions.	Using subordinating conjun <mark>ctions</mark> in the middle of		Verbs	adjectives in a list.
	sentences and to extend sentences: when, if, as,	Fundamentally	Use modal verbs to	
Paragraphs developed with	because, while.		indicate possibility.	Use commas after
prioritised information.	Appropriate use of present tense.	How can	Prefixes for verbs: dis,	fronted adverbials.
		anyone believe	de, mis, over, ise, ify.	
Viewpoint is transparent for	Written in the second person. (you)	this to be true?		Use commas to mark
the reader.			<u>Adjectives</u>	subordinate clauses
	Short sentences for emphasis: This has to stop!	Does anyone	Use of well-chosen	including the opening of
The writer understands the		really believe	adjectives.	subordinate clauses and
impact of the emotive	Examples of rhetorical questions to engage the reader.	that?		use commas to clarify
language used and thinks	(Are we expected to?)		Conjunctions	meaning.
about the response.		As everyone	Express time and	
	Examples of imperative verbs and modal verbs to	knows	cause: time	To use brackets and
Sub-headings used to help	convey urgency – Buy it today! This product will		conjunctions (when,	dashes for parenthesis
organise the text.	transform your life!	I cite, For	so, before, after, while,	including emphasis:
To all contract of the second	The second deliberate explain the Deckelshire the basis	example:	because)	This is our chance-our
Topic sentences are used.	The use of deliberate ambiguity – 'Probably the best'.	T	Tanaa	only chance-to make a
Audion consider una const	The use of hymericals and massive vision	I would draw	Tense	difference.
Audience and purpose:	The use of hyperbole and passive voice.	your attention	Correct and consistent	To use colone and core:
Someone who may not know much about the	Turning fact into opinion.	to	use of present tense and present	To use colons and semi
subject.		I would refer		colons to list features, attractions or
Subject.	The use of the subjunctive form for formal structure.	to	progressive tense.	arguments.
	If I were you		Adverbs	arguments.
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To persuade them to your point of view. (So they will do what?) It is important to catch their attention, gain their trust and convince them you are right.	 The use of planned repetition and key facts and statistics used. The use of proper nouns to name people, places and things. Precise adjectives used for positive description and emotion. Expanded noun phrases to add detail. Adverbials used to convey a sense of certainty. Surely, we can all agree? Adverbials used: First, Furthermore, In addition, However, Nevertheless, Therefore, Consequently, In conclusion 	On the basis of the evidence presented You will be Unmissable Take a moment to Worried about	Know what an adverbial phrase is. Fronted adverbials. Comma after fronted adverbials. Adverbials of time, place and manner.	To use semi-colons for structure repetition: Bring your friends; bring your family; bring the whole family.