

SKILLS PROGRESSION: PERSUASIVE TEXTS



Purpose:

To argue a case from a particular point of view and to encourage the reader/listener towards the same way of seeing things.

Examples of text type:

- Publicity materials such as tourist brochures based on trips to places of interest
- Editorials to newspapers about controversial issues
- Letters about topics such as traffic on the high street or deforestations
- Posters and leaflets about issues such as bullying, stranger danger or substance abuse
- Posters, articles and leaflets promoting healthy living based on science work about teeth and nutrition
- Book reviews for other pupils
- Book blurbs
- Political pamphlets
- Applications for a job or a position on the school council

Generic Text Structure

- An opening statement (thesis) that sums up the viewpoint being presented. (Greentrees Hotel is the best in the world. School uniform is a good idea).
- Strategically organised information presents and then elaborates on the desired viewpoint. (Vote for me because I am very experienced. I have been a school councillor three times and I have ...)
- A closing statement repeats and reinforces the original thesis. (All the evidence shows that ... It's quite clear that ... Having seen all that we offer you, there can be no doubt that we are the best.)

Planning and Preparation

- Decide on the viewpoint you want to present and carefully select the information that supports it.
- Organise the main points to be made in the best order and decide which persuasive information you will add to support each.
- Plan some elaboration/explanation, evidence and example(s) for each key point but avoid ending up with text that sounds like a list.
- Think about counter arguments your reader might come up with and include evidence to make them seem incorrect or irrelevant.

SKILLS PROGRESSION

EYFS	N/A
YEAR 1	N/A
YEAR 2	<ul style="list-style-type: none"> - Written in present tense. - Rhetorical questions e.g. Do you want to be the most relaxed person in town? Do you want to be the coolest kid in your class? - Effective use of noun phrases to create persuasive devices e.g. delicious chocolate
YEAR 3	<ul style="list-style-type: none"> - Express time, place and cause using conjunctions (e.g. so, because), adverbs and prepositions - Use present perfect form of verbs e.g. people have said that this is the most amazing product because...
YEAR 4	<ul style="list-style-type: none"> - Create cohesion through the use of nouns and pronouns e.g. Vegetables are good for you. They contain vitamins and minerals. In fact these foods are incredible!! - Use adverbials e.g. therefore, however... - Use paragraphs to organise ideas into logical sections - Effective use of expanded noun phrase
YEAR 5	<ul style="list-style-type: none"> - Modals can be used to suggest degrees of possibility e.g. This could be.... You should... You might want to... - Create cohesion within paragraphs using adverbials. Repetition can be used to achieve this.
YEAR 6	<ul style="list-style-type: none"> - Make formal and informal vocabulary choices by moving from generic statements to specific examples when key points are being presented e.g. the hotel is comfortable. The beds are soft; the chairs are specially made to support your back and all rooms have thick carpet. - Adapt degrees of formality and informality to suit the form of the text (see vocab choices). The second person is also useful for appealing to the reader in a more informal piece of writing e.g. this is just what you've been looking for. - The passive voice can be used in some formal persuasive texts e.g. It can be said... It cannot be overstated... - Use conditional forms such as the subjunctive form to hypothesise e.g. If people were to stop hunting whales...

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| | <ul style="list-style-type: none">- Create cohesion across paragraphs using a wider range of cohesive devices which can include adverbials, conjunctions and prepositions e.g. This proves that....So it's clear...Therefore... |
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