

Purpose - What am I writing this for?

In this unit you will use persuasive writing to convince your audience of beliefs and ideas that you feel strongly about. In your Battle Cry, you will outline what you think, giving reasons for this, and use persuasive language and devices to convince your audience (your fellow warriors) to fight alongside you in the coming battle.

Content - What do I include in my writing?

Success Criteria	Have I included it?
An introduction that shows your point of view.	
Strong arguments.	
Short sentences in present tense.	
Facts to support your argument.	
Exaggeration.	
Emotive language.	
Persuasive devices.	
Rhetorical questions.	
Conclusion to sum up your argument.	

Language

Persuasive Devices

- strong arguments
- facts
- repetition
- rule of three
- rhetorical questions
- powerful exclamations
- emotive language
- exaggeration
- alliteration

Sentence Starters

It can also be said that...

It is imperative that...

Without a doubt...

It is important to remember...

Anyone can see that...

For these reasons...

Firstly/Secondly/Thirdly...

I strongly believe that...

Now is the time to...

Research suggests...

Rhetorical Questions

Can you imagine...?

Is it right that...?

Have you ever considered...?

Did you know...?

Is it really worth...?

Why should...?

Rule of Three:

Using three of something can help give your writing more power and impact. Try using three adjectives to describe something or listing three arguments in your persuasive leaflet.

Structure - How do I set my writing out?

a title

Pickwick Safari Zoo

key information

Welcome to Europe's **best** zoo, **Pickwick Safari Zoo** in Cardiff. **Come** and see our **amazing** animals including our **roaring** lions, **marvellous** meerkats, **slithering** snakes and **much more!** **Feed** the **gentle** giraffes to make your day out even more **special**.

adjectives

bossy (imperative) verbs

repeat ideas

Visit our **sensational** soft-play jungle safari with areas to please both **young** and **old** explorers.

Bring a picnic to feast on one of our **many** picnic benches or **grab** a **tasty** snack in the lovely **Lion's Den Cafe**.

Enjoy a **fantastic** family day out and **visit** our **many** attractions. We have **over 1000** animals

What are you waiting for?

Word Aware Word bank

as a result of surely resulting in furthermore despite because thanks to since
moreover for instance considering therefore