

# Genre Persuasion

Persuasion

Apprentice

To use subordinate clauses and use the conjunctions because, if, so and when.

Persuasion

Master year 3

To use subordinate clauses to write multi clause sentences and mark accurately with a comma.

To consistently use the possessive apostrophe for singular and plural nouns.

Persuasion

Technician year 4

To use subordinate clauses to write multi clause sentences and mark accurately with a comma.

To consistently use the possessive apostrophe for singular and plural nouns.

Persuasion

Technician year 3

To use subordinate clauses to write multi clause sentences.

To accurately use the possessive apostrophe.

Monday 28th February

LO: To identify the features of persuasive writing.

Fluency of skills Lesson 1

Adjectives

After the rain, a \_\_\_\_\_ rainbow appeared.

Write your own sentence using an adjective.

*Fluency of skills lesson 1*  
*Past Tense*

Write in the blank space the past tense of the verb provided.

Day 4 - Sunday 4<sup>th</sup> April

Today the storm ..... (*damage*) the ship.

The wind ..... (*blow*) hard and the waves ..... (*crash*) against the hull.

The mainsail ..... (*rip*) right down the middle. The rigging ..... (*snap*)

What else happened to the ship in the storm? Write your own sentences in the past tense.

Fluency of skills Lesson 1

Speech

The child pleaded desperately just one more turn

Write your own sentence using speech.



# pungent

**adj. very strong and smelly**  
like the stench of sweaty shoes after a long workout  
mrswordsmith.com

**word pairs**

- pungent smell
- pungent sauce
- pungent feet

**adj.**

very strong and smelly  
like the stench of sweaty shoes after a long workout

**SYNONYMS**

- smelly
- stinky
- strong

**Used in**

**5%**  
of stories

**“**

Round the house he hurried, led by a **pungent** smell of burned sugar, and Mr. Scott strolled after him, with a queer look on his face.


*Little Women*  
by Louisa May Alcott

**”**

**tell a story**

The referee blew her whistle and stopped the game. “What is that **pungent** smell?”...

*What do we already know about Persuasion?*



*Prior  
Knowledge*

## Adopt a wild animal!

Do you adore animals?  
Are you fearful for the  
safety of our most  
precious wild animals?  
Would you like to improve  
your own awareness  
of the Earth's most  
beautiful creatures?



*If so, join today and adopt an animal for as little as £3.50 per month. It is sure to be one of the greatest things you'll do this year because this is the gift that will keep on giving.*

If you are an animal lover, then this could be the perfect present for you! Help end illegal hunting, stop habitats being destroyed and provide training for the people trying to protect these beautiful creatures. All you need to do is pay £3.50 every month and the rest is up to us. Our experts will then use your money to make sure these helpless animals are protected.

When you sign up, you'll be asked to choose an animal. Once your payment is taken, we will send you your information pack so you can find out more about your wonderful new adoptee.

- We have lost 90% of our African elephants in the last century.
- There are less than 3,900 tigers left in the wild today.
- There are only 1,860 giant pandas remaining in the wild today.

These numbers are worryingly low, but your money could help change this!

***Make a change. Be the change. See the change.  
These defenceless animals' lives are in your hands.  
Without your support, wild animals like these  
are at risk of extinction. Act fast!***

**Join today and get a free cuddly toy  
with your starter pack!**

### Features of Persuasive


Rhetorical question
Capital letters and full stop
Question marks
Subordinate clauses
Conjunctions
Repetition for emphasis
Exclamation mark
Modal verbs


# Marvellous Mike's travelling circus

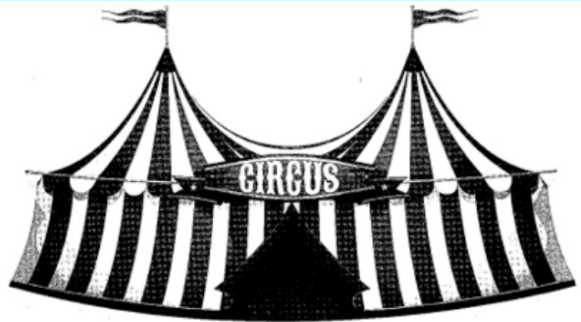
**Roll up! Roll up! The century's best circus  
has arrived in your town!**





***The largest, most spectacular show that you'll see  
this year is here! In fact, newspaper critics thought  
it was so impressive that they awarded it five stars  
which certainly shows we are worth visiting.***

 If you're looking for some family-filled fun, Marvellous Mike's circus is definitely the place for you! Are you still unsure? This highly popular show includes various acts such as heart-stopping performances from the world's best acrobats, death-defying stunt artists and side-achingly funny clowns! This circus includes sights that you will struggle to believe with your own eyes.

 Because we want to be the best, Marvellous Mike promises to only show acts which have been pre-approved by audiences so there's no need to worry.



 Book your tickets now if you want to avoid certain disappointment and ensure an experience of a lifetime. Even those people who claim to not enjoy circuses have had their opinions dramatically changed by our performers' incredible abilities! 99% of audience members said they will return to future shows even if they had previously disliked circuses! We're so sure you'll enjoy it that we'll refund your ticket's cost if you don't.

 An extremely enjoyable, laugh-out-loud, entertaining extravaganza! It will be difficult to find a more exciting way to spend your time! What more is there to consider?

***Buy your tickets before 1st February  
and you'll receive a free bag of  
popcorn to enjoy the show with.  
What more could you ask for?***

## Features of Persu

Rhetorical question

Commas to mark sub  
clauses in a sentence

Question marks and  
marks

Subordinate clauses  
Conjunctions

Repetition for emph

Possessive apostrop

Modal verbs

## Do you want to be a pirate?



Would you like to be a pirate? Unfortunately, pirates have a bad reputation. Many people think that they are disgusting people, who are horrible to other sailors and people. However, being a pirate is the most amazing job in the world! There are many fantastic adventures you can go on. Once you make the choice to be a pirate, you will never regret it!

Firstly, when you are a pirate, you are rich! Amazingly, we spend most of our time sailing around the many oceans and following detailed treasure maps. On the

treasure maps are islands, where rich men have hidden their gold, silver and diamonds in the soil. Our job is to follow the clues on the map and dig up the buried treasure. We always find it, because we are so clever!

Additionally, being a pirate means you live on a boat! Have you ever lived on a boat? Spending your days onboard is really entertaining, because we sing lots of funny pirate songs, we eat loads of delicious food and we have lots of space to practice our sword fighting! Sometimes, we even sit and play cards and board games with everybody.

Is it raining in Great Britain still? Living your life as a pirate means you get to live in the Caribbean. Interestingly, the Caribbean is very hot – much warmer than boring, wet England! On days off, we dock our ship near desert islands and sunbathe. It is like being on holiday every day! Most days, the weather is glorious which keeps everyone in high spirits.

Being a pirate is the best job in the world. Not only is the weather good, but you make lots of money and have loads of fun. You get your own sword, stripy t-shirt and gold rings for your ears so you look part of the team. If you fancy being a pirate, please contact your local sailing club for details.

Arrrrghhhh you interested? Be a pirate, be the best!

### Features of Persuasive texts

Rhetorical question	
Commas to mark subordinate clauses in a sentence.	
Question marks and exclamation marks	
Subordinate clauses	
Conjunctions	
Repetition for emphasis	
Possessive apostrophe for singular and plural nouns	
Modal verbs	



## Plenary

Can you remember the features of persuasive texts?

Let's add them to the working wall.

Tuesday 1st March

L.O. To use modal verbs to persuade.



# unwind

v. to rest or relax

When you stretch out on the sofa after a long day at work

[mrswordsmith.com](http://mrswordsmith.com)

word pairs

- unwind completely
- unwind finally
- unwind mentally

“

After this ordeal Tom left him to have a soak, and slowly Willie began to **unwind**. He held on to the sides of the tub and let his legs float gently to the surface. The gas lamp flickered and spluttered above him, sending moving shadows across the walls.

*Goodnight Mister Tom*  
by Michelle Magorian

”

tell a story

When Shang High needed to **unwind**, he...

to rest or r  
like when you stret  
sofa after a long c

SYNON

chill o  
relax  
rest

Used  
2.9  
of stor

 A mind map diagram with a central blue circle containing the word "unwind". Three arrows point outwards from this circle to different sections of the page: one to the top-left box containing "word pairs", one to the top-right section containing "SYNON", and one to the bottom section containing "tell a story".

*Fluency of skills lesson 2*  
*Inverted commas*

Rewrite the sentences below using speech marks and any other appropriate punctuation.

① There's work to be done commanded the captain.

② First you can clean my doublet she declared.

Now write some pirate speech of your own remembering to use speech marks.

Fluency of skills Lesson 2

**Full stops**

On Monday I went to the park On Tuesday I went shopping

Write your own sentence using a full stop.

Fluency of skills

**Apostrophes for single possession**

The boys drawings were spectacular.

Write your own sentence using an apostrophe for singular possession.

MODAL VERBS  
**MODAL VERBS**  
MODAL VERBS



# Modal Verbs

Modal verbs are auxiliary verbs which cannot usually work alone. They are used with a main verb. These are **modal verbs**:

might

will

may

should

could

would

ought

must

shall

can





Here is a delicious looking  
chocolate cake.....

Model saying some persuasive sentences to  
get people to eat the chocolate cake, using  
modal verbs.

There are some objects on your table.  
Use modal verbs to orally persuade your friends that they must buy the items.

### Modal Verbs

Modal verbs are auxiliary verbs which cannot usually work alone. They are used with a main verb. These are **modal verbs**:

might	will
may	should
could	would
ought	must
shall	can





Plenary

*Did you use your modal verbs convincingly?*

Wednesday 2nd March

LO: To write a persuasive paragraph, using modal verbs.



# ominous

*adj.* scary, threatening, or menacing  
like a huge, dark tornado spinning in your direction  
mrswordsmith.com

**word pairs**

- ominous clouds
- ominous sign
- ominous shadow

**etymology**

Ominous comes from the Latin word *omen*, which means "a sign of something that will happen in the future".

**SYNONYMS**

- threatening
- menacing
- eerie

**Used in 11.5% of stories**

**adj.** scary, threatening, or menacing  
like a huge, dark tornado spinning in your direction

**tell a story**

Armie pressed his foot hard on the accelerator as the ominous clouds gained speed...

### Fluency of skills Lesson 3

#### Question marks

Would you like some chocolate cake

Write your own sentence using a question mark.

### *Fluency of skills lesson 3* *Verbs*

Complete these sentences filling in the missing words from the verbs below.  
(You won't need all of them.)

pushing    climbed    wearing    sailing    walked    see    washing  
guessing    recognised    rowing    jumping    looked    driving    tell

- 1 The pirate ship was ..... towards the island.
- 2 Captain Starling ..... through her telescope for a long time.
- 3 She could see the pirates ..... a boat into the bay.

### Fluency of skills

#### Inverted Commas

The child pleaded desperately just one more turn

Write your own sentence using speech.

Let's write down the modal verbs we used yesterday.

Modal  
verbs

Now, you need to write sentences to persuade people to buy the objects we were looking at.

Model sentences.

## Plenary

Can you convince me that you have written a sentence which has a modal verb and will persuade me to buy your products?

Thursday 3rd March

L.O. To use exaggeration to persuade



# affluent

*adj.* rich or wealthy  
like an area where everyone lives in fancy houses

mrswordsmith.com

**word pairs**

- affluent area
- affluent country
- affluent lifestyle

**etymology**

Affluent comes from the Latin word *fluere*, which means "to flow".

**adj.**

rich or wealthy  
like an area where everyone lives in fancy houses

**SYNONYMS**

- rich
- wealthy
- prosperous

Used in **1.4%** of stories

**tell a story**

Oz dreamed of living an **affluent** lifestyle, with...



### Fluency of skills Lesson 4

#### **And as a conjunction**

I enjoy jigsaws \_\_\_\_\_ I love to colour.

Write your own sentences, linking them with 'and'.

### *Fluency of skills lesson 4* *Past tense*

Change the verbs in the brackets to the past tense form and place them in the spaces to complete the sentences.

- 1 The chief ..... to them in a strange language. (*speak*)
- 2 They ..... not a single word, but they ..... by the tone of his voice that they were in trouble. (*understand*) (*know*)
- 3 Then one of the tribesmen ..... the wood beneath their feet and ..... on the flames to get the fire started. (*light*) (*blow*)

### *Fluency of skills*

#### *Commas to mark clauses*

Underline the clauses in the sentences below and put commas at either side of them. (The clauses begin with 'who' or 'which'.)

The Black Knight who had saved Pip's life laughed when he saw the state of Pip's sword.

The sword which Pip had taken from Sir Ansell's tent was blunt.

## What types of things do adverts promise you?

To **solve** all your **problems**.

This product will change **your life**.

You **won't find a better** product.

All the **cool people** are buying it –  
you will be too.

You'll **be happy** if you buy this  
product.

You will **miss out** in life **without it**.

Is this  
advert using  
exaggeration?

## The Best Burgers in Town



Are you looking  
for the best  
burger in town?

**New and Improved**

**Don't miss out on Billy's Big Burger!**

**A taste sensation!** You won't find better anywhere else.

**Brimming with burger goodness** - you can build your burger to meet your desires.

*Step inside Billy's Big Burger Bar!*

Can you spot the  
exaggeration?

**Example:** The paddling pool is great.

**Becomes:** The amazing paddling pool is the best, most super-cool paddling pool in the universe! Your life will be simply rubbish without it, and all of your friends will probably go and play somewhere else.

1. This teddy is quite soft and cuddly.
2. Rainbow looms are fun.
3. Alton Towers is a theme park.
4. The Ice Age DVD will make you laugh.
5. You can make things with Lego.

Choose one of the above items.

On your table, use exaggeration to convince me that I need to buy them.

1. This teddy is quite soft and cuddly.
2. Rainbow looms are fun.
3. Alton Towers is a theme park.
4. The Ice Age DVD will make you laugh.
5. You can make things with Lego.

*Write your own persuasive sentences, using exaggeration.*

*Once you have finished, choose a product of your own to exaggerate about.*

## Plenary

What does it mean to exaggerate?

Why do companies use exaggeration to sell their products?

Monday 7th March

L.O. To create a persuasive advert, using a rhetorical question and modal verbs.





# exhilarated

*adj.* excited or thrilled  
like the feeling of riding a rollercoaster  
mrswordsmith.com

**word pairs**

- exhilarated **gasp**
- exhilarated **feeling**
- exhilarated **spirit**

**etymology**

Exhilarated comes from the Latin word *exhilarare*, which means "cheer up or gladden".

**adj.**

excited or thrilled  
like the feeling of riding a rollercoaster

**SYNONYMS**

- excited
- thrilled
- elated

Used in **0.8%** of stories

**tell a story**

Plato and Shang High had never felt so **exhilarated**...

Fluency skills

Past Tense

Write the correct past tense of the verbs in brackets.

- 1 Mum yelled and Axel ..... (**stoped** / **stopped**) painting.
- 2 "What are you doing?" ..... (**cried** / **cryd**) Mum.

*Fluency of skills lesson 5*  
*Commas in a list*

Correctly punctuate Egg's list using commas.

**Egg's list of jobs:**

- 1 I've scrubbed the cannon the cannonballs the anchor and the poop deck.
- 2 I've washed the topsail the mainsail and Barnaby's breeches.
- 3 I've folded Stragglebeard's waistcoats the Captain's doublets my shirts and Barnaby's long johns.



Complete these lists and then add the commas where they are needed.

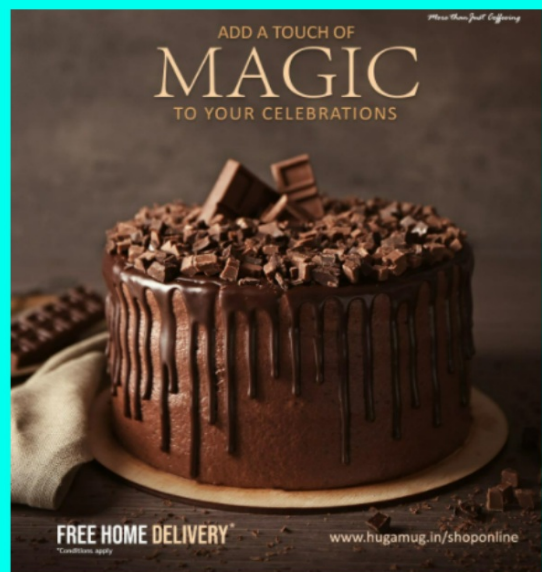
- 4 I've cleaned the frying pan the saucepan .....

Fluency of skills

Apostrophes for single possession

Darrens drawings were spectacular. .

Write your own sentence using an apostrophe for singular possession.



What adjectives could we use to describe a delicious chocolate cake?

Would you like to taste the world's most scrumptious chocolate cake?



Rhetorical question,  
modal verbs, exciting  
adjectives.

## **Plenary**

**Have you included a rhetorical question?**

**Modal Verbs?**

**Exciting adjectives?**

**Exaggeration?**

Tuesday 8th March

I.O. To use subordinate clauses

### Fluency of skills

Write the best adjectives in the rocks to fill the gaps.

In some caves he painted ..... mammoths.

In other caves he painted ..... buffaloes.

### *Fluency of skills lesson 6* *Adverbs*

Match the adverbs from the pieces of wood to the sentences below.

Luckily, Suddenly, Eagerly, Finally, Quickly, Carefully, Eventually,

- 1 ..... Mister P appeared on the deck.
- 2 ..... Egg realised that his help was needed.
- 3 ..... there was a spare boat to row to shore.

Now write a sentence of your own using a fronted adverbial.

### Fluency of skills

#### Fronted Adverbials

While the sun was out the classroom felt boiling hot.

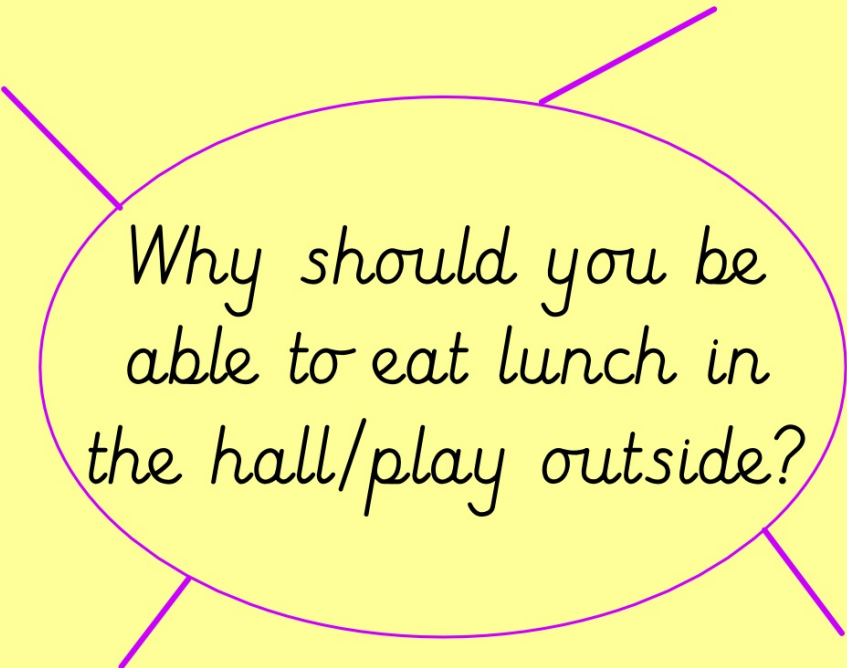
Write your own sentence using a fronted adverbial.





*I think we should go  
back having our lunch  
times in the classroom.*





Why should you be  
able to eat lunch in  
the hall/play outside?

Shared write

Dear Miss Cartwright,

We think we should be able to eat our lunches in different places around the school.

Firstly,

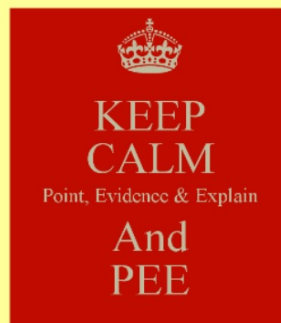
This is important because

For example

Your job:

Write the next paragraph of our letter.

Remember to PEE!



Point - your reason

Explain - why is this a problem?

Example

## Edit with your black pen

Have you used a fronted adverbial to begin your paragraph? Is it followed by a comma?

Does every sentence start with a capital letter? Are all your full stops in the right places?

Have you used some adjectives to describe? Can you use a thesaurus to up-level them?

Can you edit in a persuasive phrase from your 'Brilliant Persuasive Phrases' bank?













