

Persuasive writing

Objectives

Y4. T3. T23.

To present a point of view in writing, linking points persuasively and selecting style and vocabulary appropriate to the reader.

Y4. T3. T25.

To design an advertisement.

Guided work

1. Ask the children where they see or hear advertisements, for example, television, radio, posters, newspapers and magazines. Ask the children which advertisements they like and why, or at least which they remember and so are effective.

2. Discuss what advertisements aim to do (usually persuade people to buy a product). Tell the children that you are going to try to persuade them to buy something, for example, a new brand of toothpaste.

3. Read photocopiable page 128 with enthusiasm, in the way it may be performed on television or radio (or encourage volunteers to do this). Display the following list of typical features and ask the children which they notice.

- Opening grabs the attention - possibly a rhyme or jingle.
- Asks a question to make the audience think about what they need.
- States or claims something about the product.
- May include cause and effect, for example: what will happen if they buy or do not buy.
- Punchy conclusion, restating the main selling point of the product.
- Possibly a repeat of rhyme or jingle from opening.

4. Use the photocopiable sheet opposite to organise your ideas ready for writing. Ask: *What words and phrases would make my audience listen to this advert? Can I use rhyme to help me sell my product?*

5. Decide what type of advertisement you are going to write (such as for a newspaper or radio script) for a chocolate-tasting toothpaste.

7. Work with the children to write the advertisement. Remind them they are trying to influence people so the advertisement should use powerful words to describe why it is special:

Independent work

- Ask the children to work in pairs to create an advertisement for television or radio. Advise them to invent a new spin on something that is familiar to them. The advertisement could then be taped or videoed and played to the rest of the class.

Plenary

- Ask for volunteers to perform their television or radio advertisement or share their advertising poster. Do a survey to see how many children would be persuaded to buy the product.

Further support

- Suggest powerful, positive words appropriate to the children's products.

Hey you! Yes you!

Where are you going?

We're all going to **Smith's Sizzling Summer Sale** –

The best prices in the west for BBQ bargains

Coals and lights, tools and equipment, camping and hiking

Prices going up in smoke! Bargains to light up your eyes!

Today, tomorrow and Sunday

Smith's, High Street, Bangertown

So...

Where are you going?

To **Smith's Sizzling Summer Sale** of course!

Free cookbook
with all
purchases
over £50

See you
there!

Neela Mann