

PERSUASION

Y1

TO ENCOURAGE A
PERSON/GROUP TO BUY INTO A
PRODUCT OR IDEA

- **My own opinion**
- **Facts**

- **Full stops**
- **Use 'and'**
- **Use 'because'**

PERSUASION

Y2

TO ENCOURAGE A
PERSON/GROUP TO BUY INTO A
PRODUCT OR IDEA

- **My own opinion**
- **Facts**
- **A couple of sentences about the topic**
- **Talk to the audience ('You...')**

- **Use 'and' 'but' and 'so'.**
- **Use because, when and if**
- **Adverbials**

PERSUASION

Y3

TO ENCOURAGE A
PERSON/GROUP TO BUY INTO A
PRODUCT OR IDEA

- **My own opinion**
- **Facts from experts**
- **More than one paragraph**
- **Talk to the audience ('You...')**
- **Rhetorical questions**
- **Triples / the rule of three**

- **Use words from 'I Saw a Wabub'**
- **Use 'and, or, but, so'**
- **Fronted adverbials:**

PERSUASION

Y4

TO ENCOURAGE A
PERSON/GROUP TO BUY INTO A
PRODUCT OR IDEA

- **My own opinion**
- **Facts and opinions from experts**
- **Organised into paragraphs**
- **Talk to the audience ('You...')**
- **Rhetorical questions**
- **Triples / the rule of three**

- **Subordinating conjunctions to start a sentence (if, when, because)**
- **Commas between main and subordinate clauses**
- **Coordinating conjunctions (fanboys)**
- **Fronted adverbials:**

PERSUASION

Y5

TO ENCOURAGE A
PERSON/GROUP TO BUY INTO A
PRODUCT OR IDEA

- **Organised into paragraphs**
- **An introduction and conclusion**
- **Emotive language**
- **Facts and opinions from experts**
- **Rhetorical questions**
- **Triples / the rule of three**
- **Alliteration**

- **Relative clauses**
- **Subordinating conjunctions to start a sentence. (if, when, because, even though, although)**
- **Conjunctive adverbs (consequently, therefore)**
- **Fronted adverbials:**

PERSUASION

Y6

TO ENCOURAGE A
PERSON/GROUP TO BUY INTO A
PRODUCT OR IDEA

- **Organised into paragraphs**
- **An introduction and conclusion**
- **Emotive language**
- **Facts and opinions from experts**
- **Rhetorical questions**
- **Triples / the rule of three**
- **Alliteration and/or assonance**
- **Flattery**
- **Exaggerated language**

- **Subordinating conjunctions to start a sentence. (I saw a Wabub)**
- **Conjunctive adverbs (consequently, therefore, as a result, due to)**
- **Relative clauses**
- **Fronted adverbials**