

Brilliant Activities for

Persuasive Writing



Activities for 7-11 Year Olds

Paula Goodridge



Brilliant Publications

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Introduction

The aim of this book is to give teachers of Key Stage 2 children some activities to focus on persuasive language and to stimulate persuasive writing. Each chapter contains a lesson plan, a text to promote reading skills and discussion, and worksheets to promote activities within Literacy Hour. All activities are compatible with the National Literacy Strategy. The texts and worksheets are photocopiable. The texts could be photocopied onto OHPs so that they can be read by the whole class.

The book is divided into four sections, one for each year of Key Stage 2.

In Section 1 the activities for Year 3 are based upon a letter of persuasion, a book review and an advertisement to distinguish between fact and fiction.

In Section 2 the activities for Year 4 are based upon a letter of application, an interview, advertisements, leaflets or flyers, as well as incorporating the promotion of reading skills through given texts. The children are introduced to persuasive language through a fictional context, looking at a character called 'Mr Wizzy' who owns a drinks factory. The activities follow on to make up a mini topic which can be extended or reduced to suit the needs of the children.

In Sections 3 and 4, for Years 5 and 6, the activities look at real issues and raise persuasive language in the form of debates and differences of opinion, specifically looking at lists, posters, articles, two-sided written arguments, letters and poetry. The chapters include lesson plans, a text, and a written or speaking and listening activity to promote the use of persuasive language.

Most of the activities are 'open' in terms of differentiation by outcome, so may be used with the whole class. Differentiated sheets are included in this book where necessary so that children of lower ability have more guidance or less to do in quantity. Suggested extension activities are for the most able children who need to be further challenged with their abilities. Some follow-on activities are suggested if teachers want to undertake more activities.

Assessment is covered through the outcome of the children's work. Have they fulfilled the aim of the activity as set out in the lesson plans? Written tasks may be assessed in more detail alongside the criteria as set out in the National Curriculum.

1. Letter of complaint

Aim

The children will write a letter of complaint to try to persuade a shop/company to give them a refund.

Text

The text shows a letter (1a) written by a lady who has bought a pair of trousers, which ripped after two days. She is writing to persuade the company to give her a refund or another pair of trousers. Read the text with the children. Discuss what it is she is complaining about. How do they know she is not happy? Discuss what she is trying to persuade the company to do. How does she do this? Look at key words or phrases in the text.

When you are happy that the children understand the content of the letter, tell them you want them to write a letter like this one. The children must complain about something they have bought, which has then gone wrong or broken, such as a toy, clothing, a watch. Not only must they say what the problem is but they must state what they want done about it. Do they want their money back or do they want another item sent to them? How will they persuade the company manager to do this?

Give each child a photocopy sheet (1b or 1c). Sheet 1b is for the less able child. Revise letter formats if you need to, to help them get started. You may like to write in an address together to save time. After some time stop the children and ask volunteers to read the beginnings of their letters. Then remind them that they need to be asking for a refund as well as complaining and give them some more time to complete the task.

Plenary

Bring the group together again. Read some of the letters and discuss how persuasive they are.

A way of extending more able children would be for them to send an email to persuade you to do something, for example make playtime longer.

23 Word Street
Plimpton
Woolshire
PL34 4LT

25 March 2002

Dear Sir/Madam

I am writing to your company to complain about a pair of trousers I bought at my local store last week. The trousers ripped after just two days, which I think is really bad. I took the trousers to my local store but they would not give me another pair because I had lost the receipt. I think this is TERRIBLE!

I paid a lot of money for these trousers and I would like a refund. I am sending the trousers back to you. Please send me my money to the above address. If you do not do this I will come and see the manager myself!!

Yours faithfully

A handwritten signature in black ink, appearing to read 'J Abbott'. The signature is written in a cursive, slightly slanted style.

Mrs Abbott

1 b

Name.....

24 Red Road
Ham Town
Hampshire
H76 3FG

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Dear.....

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Yours.....

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Name.....

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