

Writing for a Purpose

Writing to Persuade



Writing to Persuade

When you are writing to persuade, you are trying to convince your reader to do something or to buy something. You can do this by using your words to encourage or influence them.

There are lots of different ways that you can write to persuade.

You might have been persuaded by:

- letters;
- leaflets.

Can you think of a time when you read or heard something really persuasive?



Features of Writing to Persuade

To try to influence your reader, you could include some of the following features:



Repeat the Main Ideas

Mentioning the main ideas more than once will help you to get your point across to the reader.



Facts or Key Information

Add facts or key information to support your ideas.

Expanded Noun Phrases

a shiny, red scooter

some fun maths games

Use expanded noun phrases with amazing adjectives or modifying nouns to persuade the reader.

Can You Spot These Features?

- Are the **main ideas** repeated?
- Did you spot any **facts or key information**?
- Are there any **expanded noun phrases**?

[Click here to read the text.](#)



Can You Spot the Features in This Letter?

Did you spot any other important features in this letter?



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B60 3NZ

18th November 2019

Dear Father Christmas,

How are you? I hope that your reindeer are well. I am writing to tell you about what I would like for Christmas because I have been trying very hard to be good this year.

I would really like a shiny, red scooter so that I can ride to school quickly. Could it have a big, silver horn on the handlebars, please? My friend Sarah has a scooter and she can scoot at 8mph. I want to see if I can scoot faster than her.

I would also like a warm winter jumper to wear when it snows. I would love it if the jumper could be red and have penguins on the front.

I have been trying very hard to be kind to my sister. I am also very good at being the special helper at school. I hope that I have been nice enough to be on your good list this year.

I hope that your preparations for Christmas Eve are going well. What a busy man you are going to be!

From Chen James

Persuasive Writing

When writing persuasively, you are trying to convince the reader of your opinion. You need to use persuasive words and phrases to encourage people to listen to what you are saying.

Persuasive phrases include:

You must...

In my opinion...

It is vital...

For this reason...

I am certain...

I feel...

Evidence of this is...

Persuasive words include:

important

must

unfortunately

definitely

need

therefore

because

unfair

sure

please

Today's Task

Write a letter to the Once-ler, persuading him to stop cutting down all the Truffula Trees and destroying the environment.

Remember to:

- Repeat the main ideas.
- Include key facts and information.
- Use descriptions in your writing (you can use last week's setting descriptions for ideas)

Dear Once-ler,

I am writing to try and convince you that you need to stop cutting down the Truffula Trees. The destruction you are causing is truly awful! You have nearly cut down all of the trees and soon there will be none left and you will not be able to make your Thneeds any more.

The Brown Bar-ba-loots rely on the Truffula trees for their food and without the trees they are starting to starve. Not to mention the poor Humming-fish. The water in their pond is now so polluted with the brown gunge from your terrible factory that they have had to move out. You really need to stop what you are doing before all the animals disappear!

The forest used to be so healthy and the soft, colourful Truffula trees were so wonderful. It makes me really sad to see all the destruction. Please think carefully before you cut down any more trees and the habitat is destroyed forever.

Your sincerely,
Miss Woodhouse

Include the date.

Who is the letter to?

Write your letter
persuading the Once-ler
to stop cutting down the
Truffula trees.

Sign your name at the
end of the letter.



