

KS2 Persuasive writing

Persuasive writing is all about trying to get someone to see things from your point of view. This type of writing is used to make an argument or to encourage someone to do something. You will find examples of persuasive writing in adverts, newspapers and magazines. The next time you see an advert have a look out for the words they are using to try and persuade people!

Things to think about when writing persuasively:

1. **Purpose** – what are you writing for?
2. **Audience** – who are you writing for?
3. **Plan** – list your key points and put them in the order you are going to write them.
4. **Start writing!** Make sure you write in clear English to get your point across.

Activities

1. What sort of words would you use to persuade someone? Make a list of the important words you might use.
2. Your tutor will give you a question to think about. Your job is to write an article to persuade people at your school that your answer is the right one!
3. You've just been given a huge box of delicious sweets. These sweets come in small bags full of different flavours. Your job is to sell these sweets at a school fun day. You need to design and write an advert to persuade people to buy your sweets. Remember to show off all the great things that make your sweets special!