

Week 1

Persuasive Letters

Using the day the crayons quit.

LO: To explore and understand persuasive language

Can you answer these questions yourself or with a member of your family?

- What is persuasion?
- What language would you use to persuade someone?

Persuasion is a way to convince someone to do something you want.

It uses language to make them see your idea or plan is the correct one.

important

must

best

powerful

most

Persuasive Writing:

vital

need

Your words need to
CONVINCE others...

amazing

sure

certain

will

must

truly

believe

definitely

should

The Persuasion Game:

Can you role play with a family member?

Each take a role and see how you can convince the other person.

Take one minute to persuade in monologue:

- A snowman to come in from the cold
- A dragon to stop eating maidens
- A child to share their ice cream with you
- A bear to not hibernate

- Now try your own ideas....

The make-it-positive game:

Can you change the red words to make this a positive image of a beach?

Can others in your family – who is the most cheerful?

Biting waves rushed onto the deserted beaches where lonely seagulls searched desperately for scraps of food. A chilling wind pushed clouds of gritty sand into their sad faces.

The changed words are adjectives and adverbs giving description.

The Day the Crayons Quit

- <https://www.youtube.com/watch?v=ZttMDho5HMw>

Listen to the story

- What persuasive phrases are used?
- How are reasons justified?

Imagine you have one crayon that has written to you to say why it has quit.

Create a speech together to persuade the crayon to come back to work.

Perform it to your family!

I believe that...	In my opinion...	
It is vital that...	I have to say that...	
I really feel that...	I'm sure...	I know...
Others must agree that...	It is clear that...	
Clearly...	I'm absolutely certain...	
It has to be true that...	Without doubt...	
The time has come to...	It seems to me that...	
Everyone knows that...	I agree that...	Of course...
The fact is...	In truth...	Surely...

Power of three

Involve your audience by speaking to them directly using personal pronouns and shared experiences.

Questions to get your audience thinking – they don't require an answer.

Emotive language

Including little stories to illustrate a point.

Destroy/criticise the opposing argument.

Rhetorical questions

Say again

Being over-the-top to get a point across.

Words, phrases and imagery that arouse an emotional response.

Undermine opposing views

Ancedote

Including lists of three items/reasons in your writing.

Direct address

Exaggeration

Repeating the same word, phrase or idea more than once for emphasis.

Persuasive Techniques



Persuasive Writing!



Introductions

I think...
For this reason...
I feel that...
I am sure that...
It is certain...
I am writing to...
Of course...
In the same way...
On the other hand...
In this situation...



Making Your Point

Firstly, secondly, thirdly...
Furthermore...
In addition...
Also...
Finally...
Likewise...
Besides...
Again...
Moreover...
Similarly...
Surely...
Certainly...
Specifically...
If... then...
because...

Details

For example...
In fact...
For instance...
As evidence...
In support of this...

Endings

For these reasons...
As you can see...
In other words...
On the whole...
In short...
Without a doubt...
In brief...
Undoubtedly...

Other Words

reasons
arguments
for
against
unfair
pros
cons



LO: To write using persuasive language



Imagine all the chairs at school or home went on strike!

They wrote letters explaining why!

How would you persuade them to come back?



Right Year Five,

First Chair here. I am SICK and I mean SICK of being dragged around by you like some sort of ragdoll! You are constantly pulling me across the floor as though I don't have any feelings. How would you feel if I just started dragging you along the floor randomly? Here's a novel idea – life me up to tuck me in! You are FILLING ME WITH RAGE!

Not to mention the swinging: oh, the swinging. If one more Year 5 swings on me I am going to snap – and don't think I'll be the one driving you to the hospital! Didn't you ever hear of the boy who swung on his chair and fell off and split his head open? It's the stuff of legends!

I am Done. Consider this my official resignation!

Yours apologetically,
First Chair.

My Dearest Year Fives,

It is with sadness and remorse that I, Blue Chair the Second, must quit my job as your seat.

You see Year Five, I am feeling too down in the dumps about how you never consider my feelings. I like things a certain way and you just don't seem to have picked up on it. For example, a good, hard-working chair like me deserves to be tucked in once in a while. When I'm left stranded halfway across the classroom whilst you dash away to play football, barely remembering I exist, it hurts my feelings you know?

Not to mention my front legs are KILLING me because you're always slouching down to the front of me. This makes my heart heavy as I just wish you would sit up and take some pride in both of our appearances. Alas, I know it is not to be, so for now, goodbye.

Signed through tears,
Blue Chair the Second

Now, in order to get the chairs back and once again sit in comfort, you will have to persuade them.

Write a letter to your chair to see if you can convince it to return.
Think about what you do that might irritate a chair:

drag it,

swing on it,

slouch on it,

leave it out,

pass wind on it,

draw on it, leave bits of paper or pencil sharpenings on it....

make it personal to you and your chair.

You could try it for a dining chair at home or even the sofa – it may be feeling overused at the moment!

Example:

Dear Blue Chair the First,

I was shocked to receive your letter: I had never considered your feelings before. I realise now that I sit on you every day and never say thankyou or ensure you are comfortable.

Whilst you are designed to be sat on, you are not designed to be swung on. I can now see that my carelessness has led you to feel queezy and unwell as you swing back and forth like a rocking horse. Your legs are clearly struggling with the additional pressure being put on just two of them. I would have only myself to blame if your legs snapped and I was dumped onto the floor, or worse still you skidded on the carpet and I plummeted backwards and cracked my head on the floor.

Secondly, I am wrong to use you as an instrument: tapping my pencil along your curved surface, dragging my ruler across your edge to make rumbling sound and flicking you with my pen. Whilst it can be a very satisfying tune at times, it must cause you to feel sore and beaten, which is incredibly inconsiderate of me.

It is with much regret that I have treated you so badly that you felt your only option was to desert your job but I sincerely hope that you will return and be the valued member of our team once more. You, alongside the other chairs, are invaluable and I have learnt my lesson as I have tried sitting on the floor to write and it is most uncomfortable!

Please return, I miss you.

Yours full of remorse,

Mrs Peutherer

Let's see some examples...

Upload copies or type your letters into purple mash so I can review them.

LO: To plan a persuasive letter

Select an item of school equipment or home equipment that might be feeling unhappy at the moment - anything can be used!

Consider what could have made that item fed up and want to quit.



In your books, create a mindmap plan using our ideas to suggest specific reasons why your item would have quit their role and left you.

Pencil Sharpener

Used to sharpen the
pastels and gets covered in
a layer of oil colour.



Used to sharpen sharp
pencils which pock into
me.

Dropped carelessly into the
bin – all my family have
been lost this way and
gone to the waste site.

Thrown across the room to
other children who
sometimes catch and
sometimes drop me.

LO: To write a letter using justified persuasion

Today you are going to use your brainstorm from yesterday to write a letter from your school or home item to explain why you have quit and persuade the children to change their ways.

Remember you are **being** the item in this letter!

Opening	Dear Child, It is with much regret that I have had to take action. I have quit my role and do not intend to return.
Reason 1	I am for sharpening blunt pencils: I am not for sharpening sharp pencils to make them miniature or pastels to make them pointed. This not only weakens my blade but also covers me in oily residue which you never clean off!
Reason 2	In the playground you have balls to throw, in the classroom you can make paper areoplanes to practice your target throws. However, despite these opportunities, you choose to throw me – yelling catch – then launching me into the air to hopefully land in another child's sweaty hands. Mostly, they miss and I crash down onto the floor where I can be hurt, lost or trodden on. How would you like that?
Reason 3	When I was purchased by Mrs Peutherer, I had friends (three of them). Where are they now? I'll tell you, they are at the rubbish dump because you dropped them or knocked them into the square bin of doom. A bit of thought would have prevented this.
Consequence	As a result of you intolerable behaviour, I have left. Unless your behaviour changes dramactically, I will not return. You could provide a small dish for me to reside in on the desk so that I am safe and respected.
Ending	I look forward to hearing your explanation soon. Yours with regret, Pencil Sharpener

Now check your work:

Accuracy with punctuation and spelling.

Range of sentence openings.

Reasons justified and explained.

LO: To response creatively to a persuasive letter

Read your letter from the yesterday – note why they have quit their role.

You are now going to reply to the demands and complaints to persuade and encourage the item to return to work.

Now you are going to write a reply to their letter to persuade their piece of stationary to come back.

Think about how you can change your behaviour to encourage the item to return. Take each reason in turn and show how it will not happen again.

Be imaginative:

Will you save the eraser from getting dirty by knitting it a jacket?

Will you check spellings first so you make less errors and the purple pen can rest more?

Will you draw pictures so you don't need to use the glue to stick photocopies in?

Explain how sorry you are and how vital they are to the smooth running of the classroom.

You can add mini drawings to explain your solutions if you wish

Add examples to Purple mash too!