

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

I have tried very hard to be good this year.
I have also been very helpful all year.

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



Facts or Key Information

**Come to our school fair on
Friday 12th July at 3 o'clock.**

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?



334 Dusthouse Lane,
Bromsgrove,
Worcestershire,
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

Can You Spot the Features in This Leaflet?



**Join us at the main
ring for some fantastic
performances.**

At 11 o'clock, the Mayor of Newton
will be opening the fair.

At 12 o'clock, listen to our talented
Newton Primary School choir.

At 1 o'clock, come and see the
glamorous Newton Dancers. They
will get you dancing. It will be so
much fun!

At 2 o'clock, there will be some
exciting, uplifting live music for
you to enjoy.



We will be selling lots of delicious
cakes and hot, sweet tea.

Make sure that you book a time to
get your face painted in a colourful,
fabulous design.



**Your whole family will
have so much fun. Don't
miss out!**

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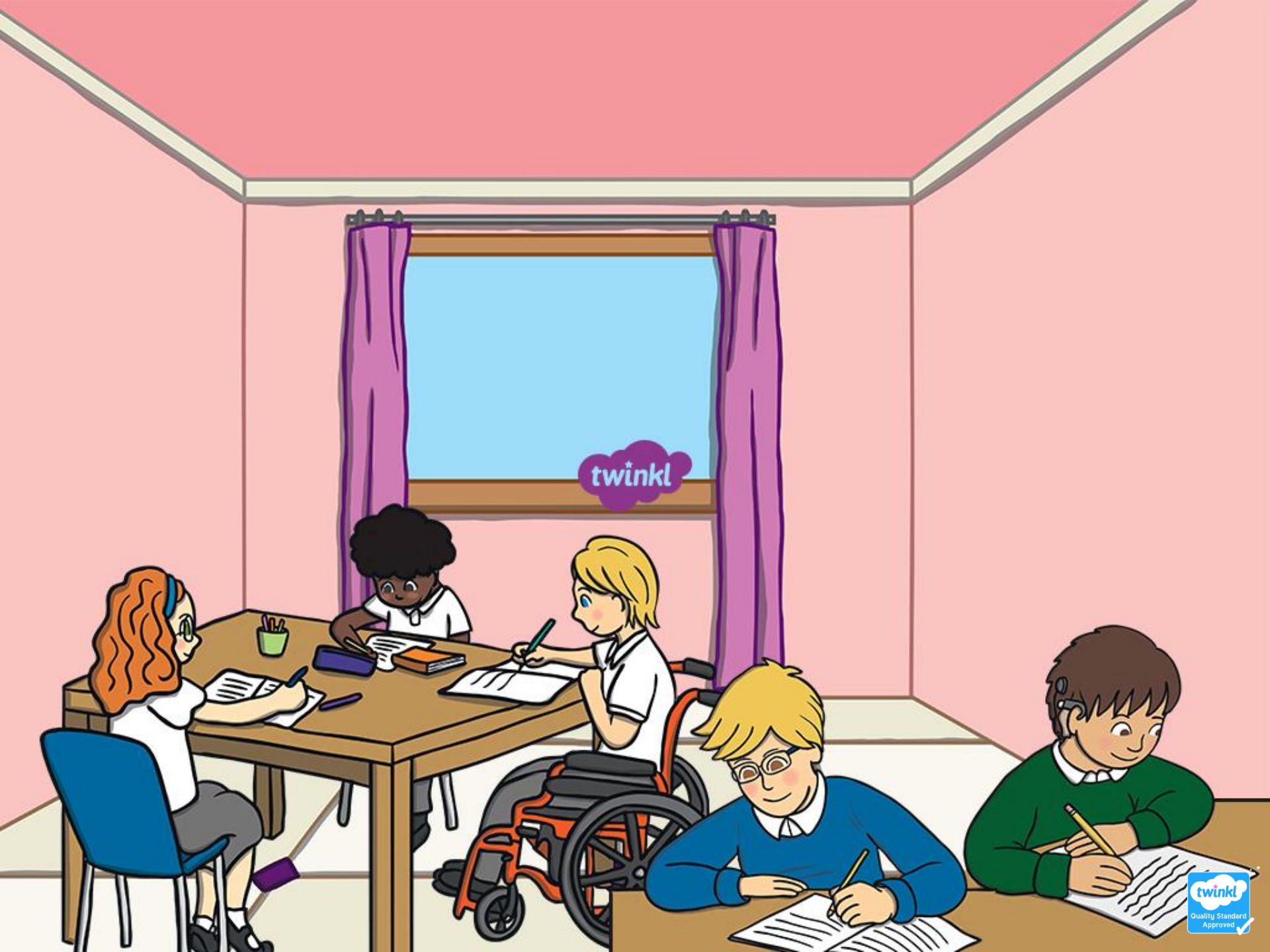


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