

## PERSUASIVE TEXTS

Text Type:	<b>Persuasive Writing</b>	UKS2
Purpose:	To argue the case for a point of view. To persuade the reader to agree or to act.	
Examples:	Letters, Leaflets, Advertisements, Brochures, Biased Newspaper Articles	
Text Features:	Written in the present tense: ( <b>is, has, are, do</b> ) Written in the first, second or third person: ( <b>I/we, you/your, he/she/they/it</b> ) May use bold and varied font styles, illustrations, photographs to gain attention Use of emotive language to gain reaction from reader. Use of "special effects" to reinforce points, such as humour, questions to reader, repetition, alliteration, shock tactics Author's view, 3 arguments with supporting evidence and a conclusion	
Openers:	<b>Sequence:</b> <i>In the first place..., Secondly..., Also..., Finally..., In conclusion</i> <b>That persuade:</b> <i>The fact is..., Most agree that..., One reason is..., It is important to..., Furthermore..., It would be better if..., Another reason is...</i>	
Connectives that persuade:	<b>Emphasis:</b> <i>clearly, above all, especially, indeed, in fact, surely, significantly, naturally, more important(ly), of course, undoubtedly, obviously, (un)fortunately,</i> <b>Opinion:</b> <i>it would seem, it appears, supposedly, on the strength of, some people believe, in my opinion, on the other hand, however, even so, despite this</i> <b>Illustration:</b> <i>for example, for instance, such as, in other words, as shown by, to show that, this can be seen in, except for, unless</i>	

We are going to be writing a text that would persuade the reader to visit a particular country. But first we need to be able to recognise the features of an effective persuasive text. Use the information in the box above to help you complete the following task.

Look at the text below and annotate/label the following features (1 - 4 bronze, 1 - 8 silver, 1 - 11 gold):

1. Present tense
2. Second person
3. The use of humour
4. Rhetorical questions to gain the reader's interest.
5. Repetition
6. Alliteration
7. Sequential openers
8. Persuasive phrases
9. Conjunctions use to emphasise something so it stands out
10. Conjunctions that indicate opinion
11. Conjunctions that illustrate or evidence a point of view

# Persuasive Advert



# ADRENALINE TOWERS

Looking for an exhilarating adventure to fill a day out? Stuck for ideas to entertain the *WHOLE* family? Tired of your children saying they are bored? Well, look no further...England's newest thrill-filled theme park has landed!

This exceptional, one-of-a-kind leisure resort is home to some of the most widely anticipated adventures. Adrenaline Towers, which opens next month, truly has something to entertain the whole family.

Combining an amazing montage of white-knuckle rides, including the tallest rollercoaster this side of the Atlantic (at a whopping 325 feet) with the entertaining character-themed attractions for our younger guests, we promise no-one will leave dissatisfied with their experience...or your money back! Our rides are simply breath-taking on every level and are the best this country, and indeed the world, has seen in years. You simply must plan a visit!

Perpetual Python – the ride of the future – slithers in to action at an electrifying 65 mph for over a mile-long track. It's massive. It's powerful. It's a whole new species of coaster. The tallest, fastest and only 4D experience coaster in the world is waiting for you if you can handle it! Even if you're not a fan of the wild thrills, there are plenty more slower-paced attractions based on much-loved current TV characters and programmes, vibrant stage shows, mouth-watering food courts and ample open areas to take a much needed break from the world.

Josie Burnett (from magazine *Great Days Out UK*) believes this is the best form of tourist attraction to hit our country for decades: "The attention to detail to ensure all guests are catered for is truly exceptional. I dare anyone to leave unhappy. Tickets to this facility are going to be widely sought after so get in there quick!"

Because we value your enjoyment so much, if you buy your tickets before the end of May we will offer you the perfect price: 20% off your gate entry for the whole of June; what's more a free return voucher will also be included!

Adrenaline Towers will definitely change your view on days out forever – you'll never want to go anywhere else again. Booking bargain tickets early is essential not just advisable – they will sell quickly! You don't want to be the ones who miss out! So, what are you waiting for? Book yours NOW!