

Year 5 Monday





What makes good persuasive writing?

★ Let's investigate some of the words and phrases that would help make your writing persuasive and be useful when writing an advert.

Weasel words

Weasel words are used to make you think everything is absolutely wonderful. They are boastful and they exaggerate the claims you are making. Below, the weasel words are boastful adjectives, describing the things in the School of Wizardry. Take a look at some examples:



We provide **remarkable** education.
Our curriculum has **outstanding** classes.
The choice is **unrivalled**.
Our school is **exceptional**.
We have **highly qualified** professors.
Enjoy our **stunning** curriculum.
Up-to-the-minute equipment.
Beautifully decorated classrooms.
The **most divine** school dinners.

Here are some more adjectives that can be used to be boastful. If you're unsure about what some of them mean, find out the definition. You could ask someone else in your home to tell you, use a dictionary or search the internet.

astounding	astonishing	breathhtaking	sensational
awesome	spectacular	extraordinary	unbelievable
wondrous	amazing	staggering	incredible



The 'fill the gaps' game

Let's try to use our weasel words in another advert. Choose a boastful adjective to fill in the gaps below. Make our Wizard Hotel sound wonderful!

Come along to the _____ Wizard Hotel. The view is _____, with _____ skies and _____ scenery.

The _____ rooms are _____. You can laze by the pool and enjoy _____ service from our _____ staff.

- ★ Why not have some fun? Swap the weasel adjectives for negative ones that make the hotel sound terrible! I've done the first one for you.



Come along to the crumbling Wizard Hotel. The view is

_____, with _____ skies and _____ scenery.

The _____ rooms are _____. You can laze by

the pool and enjoy _____ service from our _____ staff.

- ★ Writing tip: Using these boastful adjectives in a sentence of three can be very powerful. Take a look at this from the text:



We also have **up-to-the-minute** equipment, **beautifully** decorated classrooms and the **most divine**, freshly cooked school dinners.

Have a go at finishing this one for the Wizard Hotel:

The wizard hotel has

Weasel phrases

As well as weasel words, there are also persuasive weasel phrases in the school advert. These draw you in by speaking to you personally and try to make you believe everything the writer is telling you. They make you feel like you must do what the writer says or have what they are offering. Look at the ones below.



Places are highly sought after.

We can guarantee ...

You won't find ... like this anywhere else!

You'll be the envy of ...



Try using some of them to write some sentences about our Wizard Hotel. I've done one for you. Remember to speak directly to your reader by using the word *you*.

We can guarantee you the best holiday ever!

Tuesday

Add in imperative (bossy) verbs

Telling your reader what to do in a bossy way is a much-used persuasive technique. For this you use imperative verbs that get straight to the point. Advertisers love them because they instruct the reader to do something.

Study with the best!

Don't miss out on ...

Come along to ...

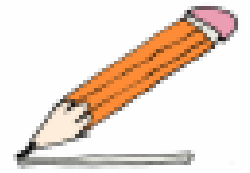
Learn new skills ...

Enjoy our stunning curriculum ...

Study here ...

Apply now ...

★ Take a look at the passage below and underline all the bossy verbs you can find.



Join our happy crew of wizard teachers and fly into a wonderful career. Watch children grow under your expert teaching. Enjoy all the amazing resources our school has to offer. Listen to the happy chatter of your students as they engage in your marvelous lessons. Be amazing! Be the best! Be with us!

Take a look at the passage below and underline all the bossy verbs.

Join our happy crew of wizard teachers and fly into a wonderful career. Watch children grow under your expert teaching. Enjoy all the amazing resources our school has to offer. Listen to the happy chatter of your students as they engage in your marvellous lessons. Be amazing! Be the best! Be with us!



Asking leading questions to your reader

Asking questions directly to your reader is another weaselly technique to draw them in to what you are saying. It tries to make the reader think or act in a certain way. For example:

Are you a budding wizard?

Do you long to be the finest wizard in all the land?

What are you waiting for?

What other questions might you ask someone, if you were persuading them to come to YOUR school? Use the Are you... Do you... starters and what, why and when question words. For example:

Why go anywhere else?

Do you want to be the best writer in primary school?





Alliteration - make the words sound attractive

Alliteration is when words start with the same sound. This can come in handy when you want to grab your reader's attention and is also good to use for a catchy slogan or ending to your

writing. In our advert we had:

Win in the world of wizards!

What other slogans could you use to persuade people using alliteration? Let's try with the types of things your reader would see.

The alliteration game



Your challenge is:

- ★ Think of a letter e.g. A/B/C ...
- ★ Think of a noun and adjective that starts with that letter
- ★ Then think of a verb
- ★ Put it together in a slogan starting with: *See ...*

For example:

L - lazy/lion/lounge would become: *See lazy lions lounging!*

S - slippery/saucepans/sink would become: *See slippery saucepans sinking!*

Try out some slogans below.

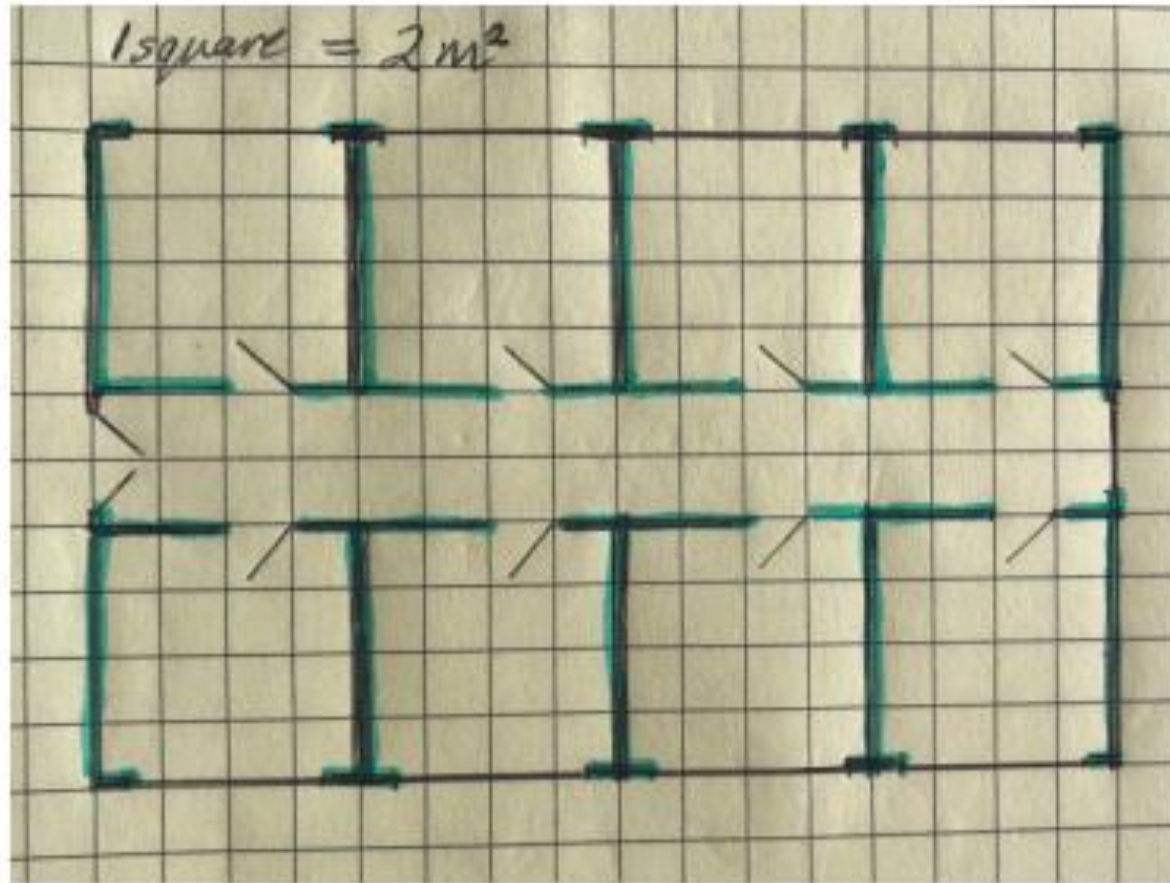
Wednesday



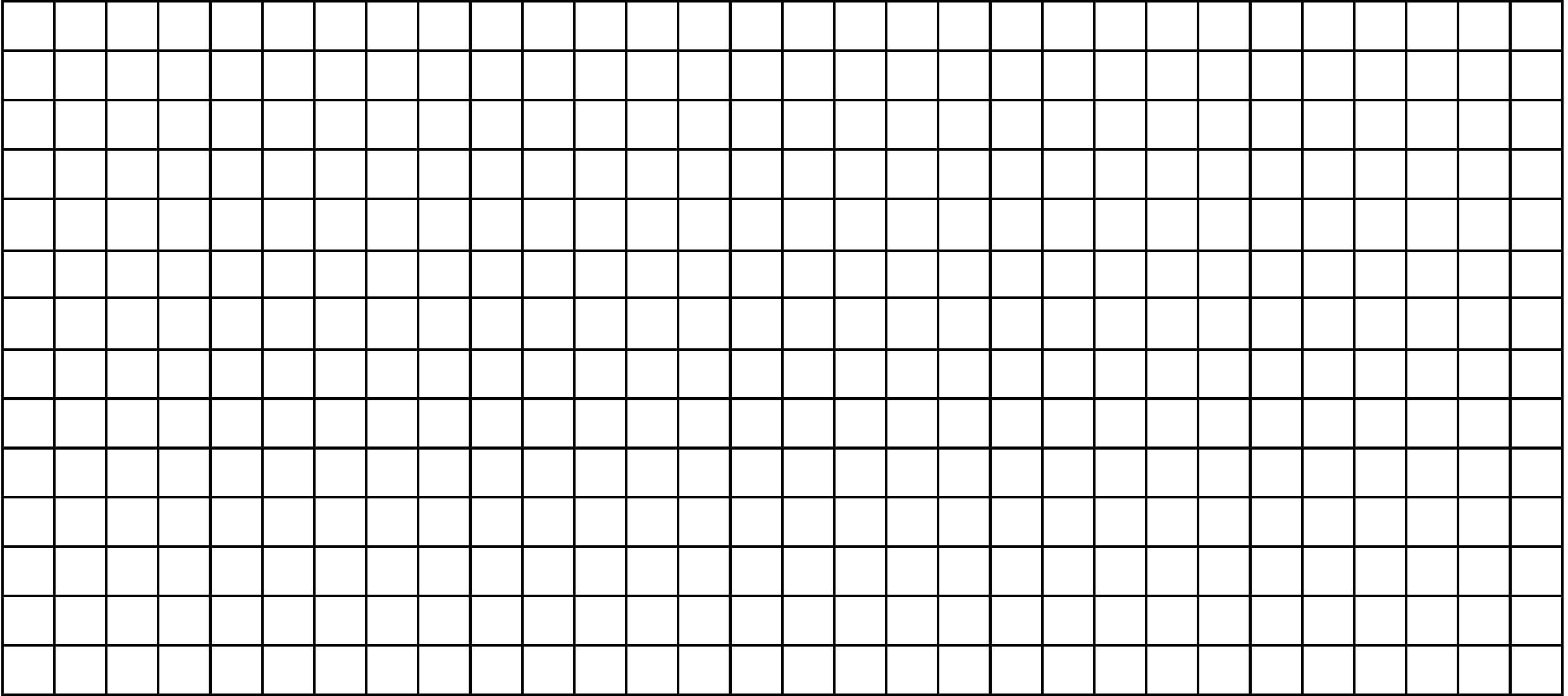
Design your school!

What school would you like to advertise? Maybe a school of skateboarding or cycling or cookery or computer games or ... ? Your school could be for something imaginary like a Unicorn school, a Troll school, a Dragon school ...

Take a look at the simple floor plan below. It's a type of map that lets you plan what the inside of a building looks like. It shows a 'bird's eye view' of how the space is divided up as if you were looking down on it from above. Can you work out how the doors and windows are shown on the plan?



As you can see, this is a rather dull, very symmetric school plan with 8 square rooms. But you can plan your school any way you like and decide what is going to be the focus of each room. Sketch out your ideas on any old piece of paper and, once you've decided what you want, draw it neatly on the graph paper below as this makes drawing the plan easy.



Thursday

Now advertise your school! Look back at the weaselly language used to advertise the wizard school on Monday. Use some of the ideas there, plus the structure of the advert below, to plan how to advertise your own school.

Underlying structure	Jot down your ideas in note form
Ask questions to the reader to draw them in and then invite them to the school e.g. <i>Do you ...? Are you ...? If so, ...</i>	
Tell the reader what the school has to offer. List 4 or more activities on offer. Don't forget to boast e.g. <i>We have exceptional ...</i>	
Tell the reader what will happen if they go to your school e.g. <i>Study here and ...</i>	
Boast about what other wonderful things your school has and include a sentence of 3.	
End with a catchy slogan e.g. <i>Win in the world of wizards!</i>	

Friday

Write away!

Here are your persuasive tools to help you write :

- ★ Ask questions: **Do you ... ? Are you ... ? What are you ... ?**
- ★ Use *weasel* words – make them boastful and positive: exceptional, wonderful, superb ...
- ★ Use persuasive phrases to make your reader think: **We can guarantee ...**
- ★ Tell your reader what to do by using bossy, imperative verbs: **Enjoy** our curriculum, **learn** new skills ...
- ★ Be extra boastful with a sentence of 3 amazing things: We also have **up-to-the-minute** equipment, **beautifully** decorated classrooms and the most **divine**, freshly cooked school dinners.
- ★ Round off with a catchy slogan using alliteration: **Win in the world of wizards!**



★ Now you're ready to write your advert! Use your plan to draft it on a separate piece of paper and don't forget to check the punctuation and flow. Does it sound persuasive enough?

Remember to:

- read your work and check it flows and makes sense;
- use your persuasive tools to hook the reader;
- check your capital letters at the start of sentences, full stops at the end and any exclamation marks and question marks that are needed.