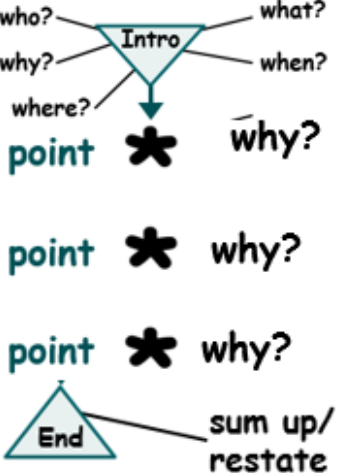


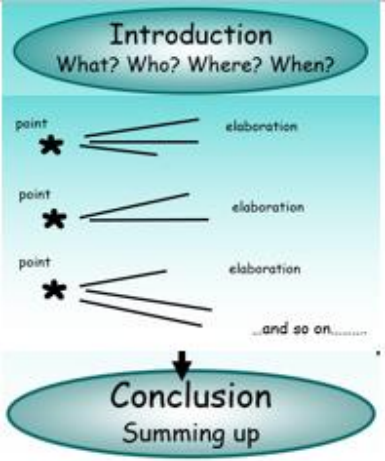
# Writing Progression Text Level: Persuasive (argues the case for a point of view)

Year group/ Age	Purpose/Audience Examples of this text type	Possible planning format	Language features	Organisational features
<b>Year 2 expected</b>	<p><b>Purpose</b> To persuade them to your point of view (so they will.. do what?)</p> <p><b>Audience</b> Someone who may not know much about the subject</p> <p><b>Examples of text type</b> Magazine article Advertisement Travel brochure Letter to someone Book blurb Poster/ flier pamphlet</p>		<p>Written in simple present tense which often refers to generic rather than specific participants <b>Vegetables are good for you. They help you to grow big and strong.</b></p> <p>Conjunctions/ openers to show the move from one viewpoint to another <b>First of all, next, then, secondly, finally</b></p> <p>Conjunctions to elaborate viewpoint <b>Vote for me because I am very experienced. I have been a school councillor three times and I have ...</b></p> <p><b>Persuasive devices</b> Use of strong adjectives <b>The hotel is comfortable. The beds are soft, the chairs are specially made to support your back and all rooms have thick carpet.</b></p> <p>Turning opinion into truth <b>The fact is....</b> <b>The truth is.....</b></p>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Introduction - An opening statement that sums up the viewpoint being presented. <b>Green Trees Hotel is the best in the world.</b> <b>School uniform is a good idea.</b></p> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Organise the main points and decide which persuasive information you will add to support each.</p> <p>Make your point clearly and give reasons for each</p> </div> <div style="border: 1px solid black; padding: 5px;"> <p>Closing statement – repeats and reinforces the original statement</p> <p>All the evidence shows that... It's quite clear that... Having seen all that we offer you, there can be no doubt that we are the best.)</p> </div>

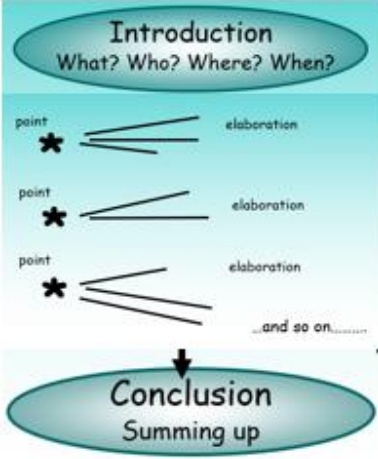
# Writing Progression Text Level: Persuasive (argues the case for a point of view)

<p><b>Year 3 expected</b></p>	<p><b>Purpose</b> To argue a case from a particular point of view and to encourage the reader/listener towards the same way of seeing things.</p> <p><b>Audience</b> Someone who may not know much about the subject grab their attention/ gain their trust/ convince them that you are right</p> <p><b>Examples of text type</b> Magazine article Advertisement Travel brochure Letter to someone Book blurb Poster/ flier pamphlet</p>		<p>Written in simple present tense which often refers to generic rather than specific participants <b>Vegetables are good for you. They help you to grow big and strong.</b></p> <p>Logical conjunctions <b>Because, nevertheless, consequently, as a result, however, If...then, this proves that, it's clear, so</b></p> <p>Conjunctions to elaborate viewpoint <b>Vote for me because I am very experienced. I have been a school councillor three times and I have</b></p> <p>Conjunctions to show the move from one viewpoint to another <b>First of all, next, then, secondly, Finally... To sum up.... In addition to...</b></p> <p><b>Persuasive devices</b> Use of strong adjectives/ emotive language</p> <p>Turning opinion into truth <b>The fact is.... The truth is.....</b></p> <p>Rhetorical Questions <b>Do you want to get left behind in the race to be fashionable? Want to be the most relaxed person in town? So what do you have to do to?</b></p>	<div data-bbox="1599 331 2152 499" style="border: 1px solid black; padding: 5px;"> <p>Introduction - An opening statement that sums up the viewpoint being presented. <b>Green Trees Hotel is the best in the world. School uniform is a good idea.</b></p> </div> <div data-bbox="1599 528 2152 762" style="border: 1px solid black; padding: 5px;"> <p>Organise the main points and decide which persuasive information you will add to support each.</p> <p>Make your point clearly and give reasons for each</p> </div> <div data-bbox="1599 799 2152 1050" style="border: 1px solid black; padding: 5px;"> <p>Closing statement – repeats and reinforces the original statement</p> <p>All the evidence shows that... It's quite clear that... Having seen all that we offer you, there can be no doubt that we are the best.)</p> </div>
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# Writing Progression Text Level: Persuasive (argues the case for a point of view)

<p><b>Year 4 expected</b></p>	<p><b>Purpose</b> To argue a case from a particular point of view and to encourage the reader/listener towards the same way of seeing things.</p> <p><b>Audience</b> Someone who may not know much about the subject grab their attention/ gain their trust/ convince them that you are right</p> <p><b>Examples of text type</b> Magazine article Advertisement Travel brochure Letter to someone Book blurb Poster/ flier pamphlet</p>		<p>Written in simple present tense which often refers to generic rather than specific participants <b>Vegetables are good for you. They help you to grow big and strong.</b></p> <p>Logical conjunctions <b>Because, nevertheless, consequently, as a result, however, If....then, this proves that, it's clear, so</b></p> <p>Conjunctions to show the move from one viewpoint to another <b>First of all, next, then, secondly, Finally... To sum up.... In addition to...</b></p> <p><b>Persuasive devices</b> Use of strong adjectives/ emotive language</p> <p>Turning opinion into truth <b>The fact is.... The truth is.....</b></p> <p>Use of dare you disagree <b>Clearly, Surely, Obviously, everybody knows that..</b></p> <p>Rhetorical Questions <b>Do you want to get left behind in the race to be fashionable? Want to be the most relaxed person in town? So what do you have to do to?</b></p> <p><u>Elaborating a point</u> Give reasons/ argument and back up Give examples to back up the case <b>For example... For instance.....</b></p>	<div data-bbox="1603 323 2145 384" style="border: 1px solid black; padding: 5px;">An eye catching title</div> <div data-bbox="1603 411 2145 507" style="border: 1px solid black; padding: 5px;">A clear opening statement of your point of view</div> <div data-bbox="1603 531 2145 711" style="border: 1px solid black; padding: 5px;">Main points clearly set out –Each point needs to be elaborated giving examples.</div> <div data-bbox="1603 738 2145 839" style="border: 1px solid black; padding: 5px;">Summary of main points reinstating the key facts</div>
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# Writing Progression Text Level: Persuasive (argues the case for a point of view)

<p><b>Year 5 expected</b></p>	<p><b>Purpose</b> To argue a case from a particular point of view and to encourage the reader/listener towards the same way of seeing things. To gain their trust. Someone who may not know much about the subject grab their attention/ gain their trust/ convince them that you are right</p> <p><b>Examples of text type</b> Magazine article Advertisement Travel brochure Letter to someone Book blurb Poster/ flier pamphlet</p>		<p>Written in simple present tense which often refers to generic rather than specific participants <b>Vegetables are good for you. They help you to grow big and strong.</b></p> <p>Logical conjunctions <b>Because, nevertheless, consequently, as a result, however, If...then, this proves that, it's clear, so</b></p> <p>Conjunctions/ openers to show the move from one viewpoint to another <b>There are three major arguments.... First and foremost..... The second important point is.... Finally... To sum up.... In addition to...</b></p> <p><b>Persuasive devices</b> Use of strong adjectives/ emotive language</p> <p>Turning opinion into truth <b>The fact is.... The truth is.....</b></p> <p>Deliberate ambiguity <b>Probably the best, perhaps, maybe</b></p> <p>Use of dare you disagree <b>Clearly, Surely, Obviously, everybody knows that..</b></p> <p>Rhetorical Questions <b>Do you want to get left behind in the race to be fashionable? Want to be the most relaxed person in town? So what do you have to do to?</b></p>	<div data-bbox="1597 320 2141 379" style="border: 1px solid black; padding: 5px;">An eye catching title</div> <div data-bbox="1597 408 2141 504" style="border: 1px solid black; padding: 5px;">A clear opening statement of your point of view</div> <div data-bbox="1597 528 2141 703" style="border: 1px solid black; padding: 5px;">Main points clearly set out – each as a paragraph with a topic sentence. Each point needs to be elaborated in detail giving reasons, information and examples.</div> <div data-bbox="1597 735 2141 831" style="border: 1px solid black; padding: 5px;">Summary of main points reinstating the key facts</div>
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# Writing Progression Text Level: Persuasive (argues the case for a point of view)

			<p><u>Elaborating a point</u>          Make your point clearly in a sentence          Give reasons/ argument          Give background detail or explanation necessary to make the case          Give examples to back up the case  <b>For example...</b>  <b>For instance.....</b>  <b>This is obvious in the case of.....</b></p>	
<p><b>Year 6 expected</b></p>	<p><b>Purpose</b>          To argue a case from a particular point of view and to encourage the reader/listener towards the same way of seeing things. To gain their trust.</p> <p><b>Audience</b>          Someone who may not know much about the subject grab their attention/ gain their trust/ convince them that you are right</p> <p><b>Examples of text type</b>          Magazine article          Advertisement          Travel brochure          Letter to someone          Book blurb          Poster/ flier          pamphlet</p>		<p>Written in simple present tense which often refers to generic rather than specific participants <b>Vegetables are good for you. They help you to grow big and strong.</b></p> <p><b>Logical conjunctions</b>  <b>Because, nevertheless, consequently, as a result, however, If....then, this proves that, it's clear, so</b></p> <p><b>Conjunctions/ openers to show the move from one viewpoint to another</b>  <b>There are three major arguments.... First and foremost..... The second important point is....</b>  <b>Finally... To sum up.... In addition to...</b></p> <p><b><u>Persuasive devices</u></b>          Use of strong adjectives/ emotive language</p> <p>Turning opinion into truth  <b>The fact is....</b>  <b>The truth is.....</b></p> <p>Deliberate ambiguity  <b>Probably the best, perhaps, maybe</b></p>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">An eye catching title</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">A clear opening statement of your point of view</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Main points clearly set out – each as a paragraph with a topic sentence. Each point needs to be elaborated in detail giving reasons, information and examples.</div> <div style="border: 1px solid black; padding: 5px;">Summary of main points reinstating the key facts</div>

# Writing Progression Text Level: Persuasive (argues the case for a point of view)

			<p>Use of dare you disagree Clearly, Surely, Obviously, everybody knows that..</p> <p>Rhetorical Questions Do you want to get left behind in the race to be fashionable? Want to be the most relaxed person in town? So what do you have to do to?</p> <p><u>Elaborating a point</u> Make your point clearly in a sentence Give reasons/ argument Give background detail or explanation necessary to make the case Give examples to back up the case For example... For instance..... This is obvious in the case of.....</p> <p><u>Additional features</u> Choose strong, positive words and phrases and avoid sounding negative. Use short sentences for emphasis. Text is often combined with other media to emotively enhance an aspect of the argument, e.g. a photo of a sunny, secluded beach, the sound of birds in a forest glade or a picture of a cute puppy. Use techniques to get the reader on your side: - address them directly (This is just what you've been waiting for.); - adopt a friendly and informal tone; - use memorable or alliterative slogans (Happy Holidays at Hazel House); - use simple psychology to appeal to the reader's judgement. (Everyone knows that... Nine out of ten people agree that ...Choosing this will make you happy and contented. You'd be foolish not to sign up.)</p>	
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## Writing Progression Text Level: Persuasive (argues the case for a point of view)

Text example:

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Text example:

Last week it was proved beyond any shadow of doubt that Mary Stewart, the former Queen of Scots, has been plotting yet again against the life of our dear queen , Elizabeth. It is clearly

## Writing Progression Text Level: **Persuasive (argues the case for a point of view)**

difficult for our beloved monarch to consent to her own cousin's death, but after nineteen years of threat and betrayal, surely the time has come to sign Mary's death warrant?

The foolish Queen of Scots was long ago rejected by her own countrymen. During her brief but turbulent reign, Scotland suffered religious unrest, lack of leadership and eventually a bloody civil war. As a result, the Scottish people took away her crown and threw her into prison. When she escaped and fled to England, all Scotland sighed with relief to be rid of her!

Since then Mary has lived under Queen Elizabeth's generous protection - and at the expense of English taxpayers - in comfortable English country houses. She has given nothing in return. On the contrary, she has taken every possible opportunity to plot against Elizabeth's life! Surely such a betrayal cannot be tolerated any longer?

Moreover, as long as Mary lives, there will be plots. This woman has always claimed to be the rightful Queen of England, and she has always had the support of the King of Spain, who knows he can make her his puppet. Could any true Englishman want to exchange our wise, generous Elizabeth for this vain selfish woman? Could anyone want our free, prosperous country to fall under the control of the power-crazed King of Spain?

It's hard for Elizabeth to sign the document that sends her own flesh and blood to the block. Yet sign it she must - for herself, for justice, and for the future of England.

Text Example:

[Buy now - 'Multifunction Mobile Phone'](#)



## Writing Progression Text Level: Persuasive (argues the case for a point of view)

Are you about to embark on your first mission as a spy? If so, you will need the Multifunction Mobile Phone. Don't be the only spy on the block left wondering how to phone home!

The Multifunction Mobile Phone is the ideal phone for all spies. It boasts a host of amazing features:

- Have worldwide access so that you can always be in contact with those back home;
- Make untraceable calls;
- Be certain that you cannot be hacked into;
- Made of titanium steel so that it works underwater and in space.

This ideal mobile phone has the added bonus of a hidden tranquillizer dart that can be fired through the aerial. Guaranteed to leave your enemies stunned (though with no serious after effects).

Perhaps the most essential reason for purchasing this 'must have' phone is that it can only be used by the owner. Access is made by modern fingerprint recognition!

This phone is recommended by E.T., and comes complete with charger and free leather case. Order now from [spygadgetzone.com](http://spygadgetzone.com)

Text example:

[Buy now - the new 'Multi-purpose Spy Key Ring'](#)

## Writing Progression Text Level: Persuasive (argues the case for a point of view)

Have you ever been captured whilst spying? Do you run the risk of your enemies finding you out? Are you a spy in need of a helping hand? If so, buy this Multi-purpose Spy Key Ring and all your troubles will be left behind.

The Multi-purpose Spy Key Ring is the latest gadget created by Smithers at the Covert Weapons Section of MI6. This is the updated version of the famous Stun Grenade Key Ring as used by Alex Rider, the spy that even James Bond feared. This new version has been fully upgraded to include:

- explosive light burst that will stun but never kill;
- laser light that cuts through all known metals;
- bug finder to check that you are not being spied upon;
- an amazing listening device; plus the latest smoke bomb technology.

Known in the trade as 'The Striker', this little key ring will literally knock out your enemies! Ideal when faced with imprisonment, but also invaluable for listening in to secret conversations. The inbuilt recording device can hone in and record conversations up to 100 metres away.

A key reason for buying this device is that it looks so harmless and yet it packs a punch. Specially coated in Lithian Diatex, The Striker cannot be detected by any known device. Travel without a care.

Recommended by 007 himself, it comes complete with a set of keys that can open any known lock. Ideal for those tricky moments when you just cannot enter a forbidden place! Only available through [spygadgetzone.com](http://spygadgetzone.com)