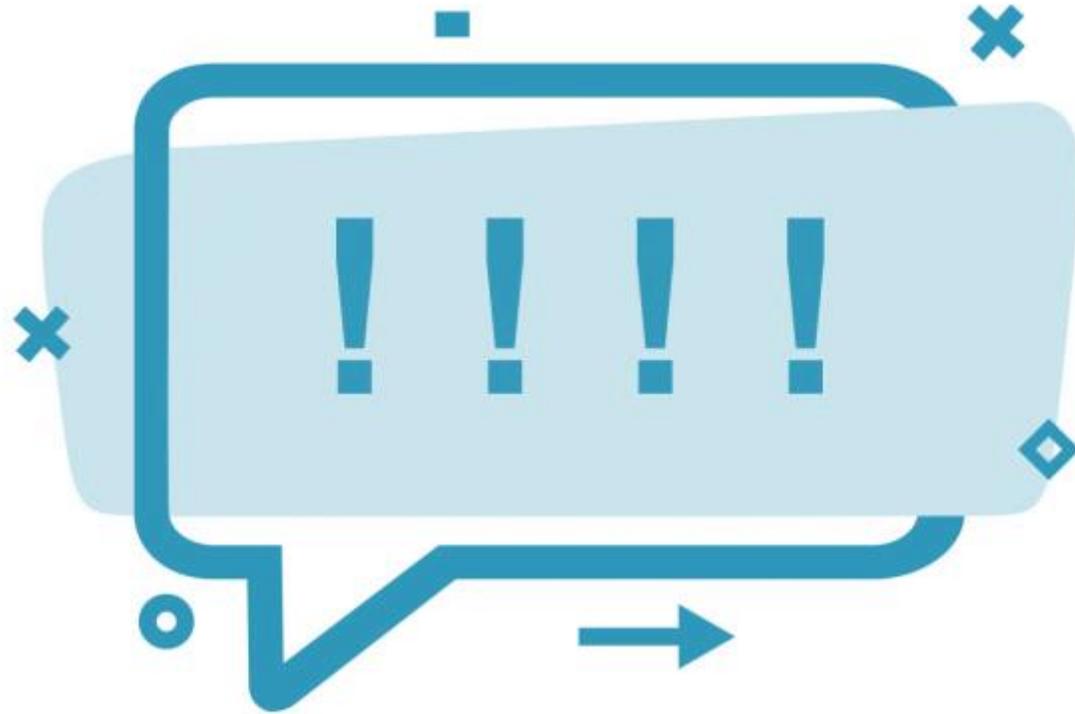


# Writing to Persuade



Monday 17<sup>th</sup> January 2022

Learning Objective: To write persuasively using appropriate techniques and grammatical structures.

Learning Outcome: I can write a persuasive text.



*This week, we are going to work on one piece of writing which will persuade a holiday maker to visit a hotel near one of the wonders of the world..*

*You will need to remember lots of things, especially the things that we covered during last week's lessons:*

- AFOREST persuasive techniques*
- modal verbs*
- complex sentences*

Today, we are going to work on the introduction. This purpose of the introduction is to give an overview of the hotel and its location.

This sentence uses alliteration - a persuasive technique from AFOREST

This sentence uses facts - a persuasive technique from AFOREST

This sentence uses statistics to seem more convincing- a persuasive technique from AFOREST

The Hotel Tropicana, which is located in the South American country of Venezuela, is a high-class resort set on the Caribbean coast and against the beautiful backdrop of the Andes Mountains. Strolling around this luxury hotel, you will realise that this resort has everything that you could possibly need to enjoy a relaxing and restful break. The hotel also provides visitors with easy access to the world-famous Angel Falls which is the world's highest uninterrupted waterfall (979 metres high). You simply must visit this spectacular waterfall; it was recently voted as the most 'beautiful place on earth' by the Lonely Planet travel guide company. The luxury Hotel Tropicana is waiting to welcome visitors from across the world and more than 95% of visitors to this hotel plan a return visit. What are you waiting for?

This is a complex sentence because it has a main and a subordinate clause.

This is also a complex sentence because it has a main and a subordinate clause.

This sentence uses a modal verb.

This sentence uses a rhetorical question - a persuasive technique from AFOREST

Tuesday 18<sup>th</sup> January 2022

Learning Objective: To write persuasively using appropriate techniques and grammatical structures.

Learning Outcome: I can write a persuasive text.



My first paragraph is about the accommodation which is available but you may have decided to write about a different aspect of the hotel.

A complex sentence which begins with a verb.

### Accommodation

Entering your hotel room, you might be surprised at the spacious accommodation on offer in each of our rooms. Furnishings and fittings have been carefully chosen by our team of interior designers to help guests enjoy a luxurious stay. The en-suite facilities within each room are equally high class because they include a relaxing bath with a whirlpool setting, power shower and dual sinks. All rooms are serviced twice a day in order to maintain the high standards that we know our guests deserve. Each room - from the standard accommodation room to the royal suites - enjoys a stunning view with a fully-equipped balcony where guests can enjoy an evening drink before venturing down to one of the hotel restaurants.

This sentence uses a modal verb

An expanded noun phrase.

A pair of dashes to add some extra information.

*This paragraph shows greater depth writing skills*

A semi-colon is used to mark two independent and closely related clauses.

Adventurous vocabulary engages the reader.

A complex sentence which begins with a verb shows how clauses can be moved.

### Dining Facilities

*A visit to any of our four on-site restaurants means that you will experience exceptional service by our team of committed service staff. Our Venezuela hotel features a variety of on-site restaurants and bistros; they serve everything from tapas to seafood. As each of our seven restaurants has its own individual signature dish, they are managed by a specialised team of highly-skilled and attentive staff with a vast knowledge of the food on offer. The chefs employed by Hotel Tropicana include the award-winning chef, Paulo Martinez, who is famous throughout Venezuela for his sea-food dishes. Visiting any of our diverse eateries is sure to tantalise your tastebuds.*

*When you have finished, you should begin your second paragraph.*

*These are some types of sentences which may help you to write your own.*

Try to include lots of Year Six writing features.

a sentence which contains a relative clause	The swimming pool, <u>which is maintained at a constant tropical temperature</u> , is surrounded by lush palm trees. Our restaurant staff, <u>who are all highly trained</u> , can cater for any specific dietary needs.
a sentence which begins with a verb	<u>Entering</u> your hotel room, you will be surprised by the spacious accommodation and attention to detail in the furnishings and fittings.
a sentence which begins with a subordinating conjunction	<u>Although</u> our primary purpose is to help you relax and rejuvenate, we also offer a wide range of leisure facilities.
expanded noun phrases	<u>The idyllic beach with rows of comfortable loungers</u> is lined with tropical palm trees.
a modal verb	Exploring the islands around Crete by boat, you <u>might</u> be lucky enough to catch a glimpse of bottle-nosed dolphins.
a conjunction to make your writing more cohesive	<u>In addition to</u> the swimming pool, there is also the opportunity for our guests to enjoy the latest hi-tech fitness equipment in our gymnasium.

Wednesday 19<sup>th</sup> January 2022

Learning Objective: To write persuasively using appropriate techniques and grammatical structures.

Learning Outcome: I can write a persuasive text.



Today, we would like you to finish your piece of writing so that you have an introduction and two or three further paragraphs. We are also going to write a short conclusion. Your conclusion is going to bring together everything that you have discussed on your persuasive text. You are going to need to use the very best of your persuasive skills!

Alliteration is used as a persuasive technique

*A visit to the Hotel Tropicana will not only allow you to visit the mighty, majestic Angel Falls, it will be the perfect opportunity for you to experience luxurious accommodation, fine dining and sensational leisure facilities. A relaxing and restful break at the most serene and secluded hotel in the world is waiting for you. What are you waiting for? Book your visit to the Hotel Tropicana today.*

The name of the hotel is repeated right near the end in order to make the reader remember it.

This sentence uses a rhetorical question.

This sentence uses an imperative verb.

A rhetorical question is used.

Thursday 20<sup>th</sup> January 2022

Learning Objective: To edit and improve my own writing.

Learning Outcome: I can edit and improve my work.



Finally, we would like you to edit and improve your work. Check for the basics first. Have you used capital letters for proper nouns? Are your sentences and clauses punctuated correctly? Then, check your writing against the success criteria here. If you make any changes to your work today, please could you highlight them in green or type them in green then it is clear where you have made the changes.

What makes a good piece of persuasive writing? 		Student
	Outcome	
<b>Green Standard</b>	I can use different persuasive techniques. (AFOREST)	
	I can write sentences which include modal verbs.	
	I can use expanded noun phrases effectively to add detail.	
	I can write complex sentences and punctuate them correctly.	
	I can structure my writing into paragraphs.	
<b>Gold Standard</b>	I can write complex sentences which are structured in different ways. These may begin with a subordinating conjunction or with a verb.	
	I can use a range of higher level punctuation to enhance my writing.	