

Progression in Persuasion					
	Purpose: To argue a case from a particular point of view and to encourage the reader/listener towards the same way of seeing things				
	Examples: Persuasive texts can be written, oral or written to be spoken. Some examples may include evidence of bias and opinion being subtly presented as facts: advertisements, promotional leaflets, a speech, travel brochure, political letter – complaining or disagreeing with a particular viewpoint, magazine article				
Year	Genre Structure	Text Features	Sentence Features	Grammatical Features	Punctuation
1	<ul style="list-style-type: none"> Read captions, pictures, posters and adverts that are trying to persuade Use games and role play, begin to explore oral persuasion, what it means and how people can be persuaded and different methods which might be effective 	<ul style="list-style-type: none"> Begin to use some persuasive phrases through role play Ideas grouped together for similarity First person 	<ul style="list-style-type: none"> Simple connectives used to construct simple sentences e.g. and, but, then, so 	<ul style="list-style-type: none"> Nouns Regular plural nouns with 'er' Simple past tense 'ed' Adjectives - add 'er' and 'est' to adjectives where no change is needed to root word Join words and sentences using and/then 	<ul style="list-style-type: none"> Spaces to separate words Full stops Capital letters for start of sentence, names, personal pronoun I Exclamation marks
2	<p>Evaluate simple persuasive devices eg which posters in a shop or TV adverts would make them want to buy something, and why</p> <ul style="list-style-type: none"> Create simple posters and adverts to persuade others to do, think or buy something Write persuasive texts linked with topics relevant to children's current experience Brief introduction and conclusion 	<ul style="list-style-type: none"> Main ideas organised in groups Written in the present tense Rhetorical questions Technical vocabulary Select information that supports the chosen viewpoint 	<ul style="list-style-type: none"> Subject verb agreement within sentences and throughout Simple adverbs to express how to do an action Noun phrases to describe process Subordinating and coordinating sentences used to add information and detail Consistent use of tense throughout the piece 	<ul style="list-style-type: none"> Expanded noun phrases Formation of nouns by compounding Add 'es' to nouns. Progressive form of verbs in the past and present tense. Add 'es', 'ed' and 'ing' to verbs Add 'er' and 'est' to show comparisons in adjectives Subordination – when, if, that, because Coordination – or, and, but Adverbs to show when and how First and third person 	<ul style="list-style-type: none"> Full stops Exclamation marks Question marks Capital letter for start of sentence, names, personal pronoun I Apostrophe for contraction Possessive apostrophe for singular nouns Commas in a list
3	<p>Read and evaluate a wider range of persuasive texts, explaining and evaluating responses orally</p>	<ul style="list-style-type: none"> Clear introduction Paragraphs as a way to group related material Points about subject/issue organised into paragraphs 	<ul style="list-style-type: none"> Express time, place and cause using: <ul style="list-style-type: none"> - conjunctions (e.g. so, because), - adverbs - prepositions 	<ul style="list-style-type: none"> Present perfect form of verbs Form nouns using prefixes Nouns and pronouns used to avoid repetition. 	<ul style="list-style-type: none"> Possessive apostrophe for plural nouns. Inverted commas

	<ul style="list-style-type: none"> Present a persuasive point of view in the form of a letter, beginning to link points together and selecting style and vocabulary appropriate to the reader Strong positive language - avoid sounding negative Decide on the viewpoint to be presented and select the information that supports it 	<ul style="list-style-type: none"> Sub-heading used to organise texts Imperative verbs to convey urgency e.g. Buy it today! Listen very carefully... Rhetorical questions to engage the reader e.g. Do you want to have an amazing day out? 	<ul style="list-style-type: none"> Simple sentences with extra description Consistent tense Adverbials e.g. When they have a problem; We played after tea; It was scary in the tunnel. Start sentences with verbs e.g. imagine, consider, enjoy Exclamatory sentences 	<ul style="list-style-type: none"> Present perfect forms of verbs Appropriate adjectives. Correct and consistent use of past and present tense Adverbs to express time and cause; then, next, soon, when, so, before, after, while, because Subordinating conjunctions: when, if, because, although 	
4	<p>Read and analyse a range of persuasive texts to identify key features (e.g. letters to newspapers, discussions of issues in books, such as animal welfare or environmental issues) Investigate how style and vocabulary are used to convince the reader</p> <ul style="list-style-type: none"> Exaggerated claims, tactics for grabbing attention Linguistic devices; puns, jingles, alliteration, invented words Graphs, images, visual aids to make the view more convincing Style and vocabulary appropriate to the listener/reader Address the reader directly 	<ul style="list-style-type: none"> Clear introduction and conclusion Links between key ideas Paragraphs organised correctly into key ideas Subheadings Topic sentences Sequenced points Formal/ informal language 	<ul style="list-style-type: none"> Create cohesion through the use of nouns and pronouns Adverbials e.g. therefore, however... Paragraphs to organise ideas Effective use of expanded noun phrases Variation in sentence structures e.g. While we were at the park... As we arrived... Adverbs to show how often e.g. additionally, frequently, rarely. More complicated rhetorical questions e.g. haven't you always longed for a...? 	<ul style="list-style-type: none"> Cohesion through choice of pronouns or nouns within and across sentences, avoiding repetition Expanded noun phrases - modifying adjectives, nouns and prepositional phrases. Nouns and pronouns used for clarity and cohesion. Standard English forms for verbs. Appropriate adjectives Correct use of past and present tense. Fronted adverbials Subordinating conjunctions: when, if, because, although, while, as, until, once, after Adverbials: Firstly, Also, In addition to, On the other hand, therefore, in conclusion 	<ul style="list-style-type: none"> Question mark for rhetorical questions Exclamation mark for exclamatory sentences Commas after fronted adverbials e.g. After your visit, you will not want to leave! Apostrophe to mark singular and plural possession Inverted commas and other punctuation to indicate direct speech
5	<p>Evaluate letters intended to inform, protest, complain, persuade. Consider:</p> <ul style="list-style-type: none"> how they are set out how language is used, eg. to gain attention, respect, manipulate 	<ul style="list-style-type: none"> Persuasive devices: <ul style="list-style-type: none"> - persuasive noun phrases 'not a single person...' 'the real truth is...' - rhetorical questions, 'are we expected to...?' - deliberate ambiguities, 'probably the best...in 	<ul style="list-style-type: none"> Modals to suggest degrees of possibility Create cohesion within paragraphs using adverbials Modifiers to intensify or qualify e.g. insignificant amount, exceptionally 	<ul style="list-style-type: none"> Conjunctions: when, if, because, although, while, as, until, once, after whenever, wherever, before, despite, even though, though, since Adverbials: Firstly, furthermore, in addition, 	<ul style="list-style-type: none"> Commas to clarify meaning or avoid ambiguity Brackets, dashes or commas for parenthesis and emphasis

	<ul style="list-style-type: none"> Persuasive texts for real purposes Clear point of view, Comment on emotive issues Aim at an audience who are already backing the cause Aim at a neutral audience requiring greater justification of the point of view Combine persuasion with other text types; instructions, discussion, explanation Adapt writing for different audiences e.g. a protest 	<p><i>the world'</i></p> <ul style="list-style-type: none"> Layout Language choices Well-constructed arguments Bias and deliberate use of ambiguity Emotive language Information prioritised according to the writer's point of view Formal/ informal language 	<ul style="list-style-type: none"> Sentence length and type varied according to purpose. Fronted adverbials used to clarify writer's position e.g. As a consequence of your actions... Complex noun phrases used to add detail e.g. the phenomenal impact of using showers instead of baths... Prepositional phrases used cleverly. e.g. In the event of a blackout... 	<p>however, nevertheless, therefore, consequently, in conclusion</p> <ul style="list-style-type: none"> Expanded noun phrases to convey complicated information concisely Modal verbs and adverbs to position the argument Structured paragraphs linked with adverbials Use a wide range of connectives Change tense according to features of the text Relative clauses to provide additional enticement 	
6	<p>Evaluate persuasive examples;</p> <ul style="list-style-type: none"> - illustration and evidence - pre-empt or answer potential objections appealing to the known views and feelings of the audience <ul style="list-style-type: none"> Expression, sequence and linking of points Use of persuasive language techniques to deliberately influence the listener Develop a point logically and effectively Support and illustrate points persuasively Harness the known views, interests and feelings of the audience Choose appropriate style and form to suit a specific purpose and audience 	<ul style="list-style-type: none"> Introduction and conclusion using argument or leaflet layout features Paragraphs with prioritised information Transparent view point Emotive language to engage the reader Adapt degrees of formality and informality to suit the form of the text Formal and informal vocabulary choices Persuasive statements to change the reader's opinion '<i>you will never need to...</i>' Cohesion across paragraphs using a wider range of cohesive devices including adverbials, conjunctive adverbs 	<ul style="list-style-type: none"> Active and passive voice used deliberately to heighten engagement Passive voice in formal persuasive texts Conditional forms such as subjunctive form to hypothesise Varied sentence length Wide range of subordinate connectives e.g. whilst, until, despite. Complex sentences that use well known economic expression. eg <i>Because of their courageous efforts, all the passengers were saved, which was nothing short of a miracle.</i> 	<ul style="list-style-type: none"> Passive voice Subjunctive form to hypothesise Relative clauses Modal verbs Appropriate adjectives A wide range of connectives. Fronted adverbials Adverbials of time, place and number. 	<ul style="list-style-type: none"> Colons and semi colons to list features, attractions or arguments Semi colons for structure repetition; 'bring your friends; bring your children; bring the whole family!' Hyphens to avoid ambiguity Brackets, dashes or commas to indicate parenthesis Comma after fronted adverbials