



Non-Fiction Persuasive Writing

L.O:
To find persuasive features in
a brochure/leaflet

Let's recount some learning from last week about identifying features of non-fiction writing.

Who can remind us what these are and how to use them:

Rhetorical Questions

Exclamations

Alliteration

Repetition

Sentence Starters

Emotive Language

Facts

Exaggeration

Alliteration

Alliteration is the stylistic device of using a series of words that begin with the same sound. E.g.: **Walking wombats wobble.**

Repetition

To repeat the same thing more than once. This can be done by repeating the words or sentence in the same way:

Cats are the best! They make great pets and are very friendly, **cats are the best.**

The meaning can be retained but stated in a different way using the same words:

Cats are the best! They make great pets and are very friendly. You should choose a **cat** because they make the **best** pets.

Facts

A fact is something which is truthful and can be proven. Facts can be used to support a point being made, e.g.: **A triangle has three straight sides.**

Rhetorical Questions

A rhetorical question is one that does not require an answer, e.g.:

Will you let this bargain pass you by?

Emotive Language

Emotive language is when words used create an emotion in the reader, e.g.:

After Christmas every year, there are thousands of abandoned puppies left to wander the streets, scared and alone.

Exaggeration

A statement/information that is untrue or over the top.

I could eat a horse I'm that hungry!

Exclamations

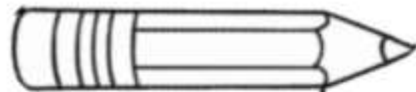
Are used to indicate strong feelings or a raised voice in speech, e.g.:

"Go away!", she shouted at him.

Onto our exercise for today!

In pairs, review the text, identify persuasive writing devices, then circle or underline examples of the following on the leaflet (number your annotations):

1. Alliteration
2. Repetition
3. Facts
4. Rhetorical Questions
5. Emotive Language
6. Exaggeration
7. Exclamations
8. Sentence Starters



Persuasive Leaflets

Key Features

rhetorical questions

alliteration

emotive language

exclamations

exaggeration

repetition

sentence starters

facts

**Walk
on a
Wednesday!**

Do you want to protect the health of your family? Well, there's an easy way to make a small change that will help!



Walk on a Wednesday! Our school is encouraging everyone to walk to school, once a week on a Wednesday. This is a great way to get some fresh air, exercise and protect our environment.

At our school, we are trying to do our bit for the environment.

It is vital that we look after our planet but moreover, it can help us keep the air around our school clean. The fewer cars in our local area, the better!

Now is the time that we as a school community can act to help improve the lives and health of everyone. We strongly believe that making this small change will have immense benefits for the children of our school and their families.

Remember, if you live further away, you could park your car a little way from school and walk the final section of your journey. If you prefer, you could cycle, scoot or jog! The main thing is being outside, getting some exercise and not using a car.

Is walking to school once a week really too much to ask?

Research shows that air pollution around schools can damage children's health.

You and your family could be in serious danger if we don't start to look after our health and protect the planet. We walk on Wednesdays! That is our new motto!



Every family, every week, every Wednesday! Everybody counts and everybody can make a difference. Join us in our Walk on Wednesdays campaign and let's improve our health and the environment together!