

# PERSUASION ROADMAP

NB: Year 3 builds on the following KS1 aspects.

Children learn and retell simple persuasive texts linked to children's experience in sentences and short phrases.

## YEAR 3 Building on KS1:

Include a catchy title to hook readers in.

Use an opening sentence to invite readers to read on.

Include positive vocabulary to recommend the product.

Use positive statements to conclude.

Use exciting vocabulary to make the product sound interesting.

Use vocabulary to show that the chosen product is the best and better than any alternative.

Write in the present tense to make the item sound relevant.

## YEAR 4 Building on Y3:

Open with an exciting statement to hook the reader.

Ask questions to draw the reader in.

Use words to order ideas and link them.

Use a range of different sentence types and punctuate them carefully to capture the attention of the reader.

Include advice in the conclusion to further persuade the reader.

Use informal language and repetition to gain interest.

Include short sentences and power of 3 statements to engage.

## YEAR 5 Building on Y4:

Use a range of sentence types to create emphasis and to be concise.

Include extra information within sentences to add detail.

Use a range of words, phrases and punctuation to help link paragraphs and engage.

Think about the target audience to make sure language speaks to them.

Disguise opinions as facts.

Engage with the reader to persuade them that the world feels the same way.

## YEAR 6 Building on Y5:

Use evidence to suitably back up statements.

Refute arguments against the product to show an awareness of alternative viewpoints.

Express possibility, speculation and conditionality to show a strong understanding of the product.

Pander to the reader to gain their trust.

Use passive voice to appear formal.

Use conditional and hypothetical language to show knowledge of the product.