

# Persuasive Writing Rainforests

Year 4 English – Lesson 2

Tuesday 19th January

# The Daintree Rainforest



The Daintree Rainforest is on the north east coast of Australia in Queensland.

Yesterday we explored the short film based upon the story of the Daintree forest in Australia. The book cleverly highlighted how endangered the landscape and wildlife are in rainforests.



Click on the clip below and listen to the song about the Daintree forest.



<https://www.youtube.com/watch?v=1wU2kytiXhQ>

Think  
about!

What is the  
message in the  
song and  
video?

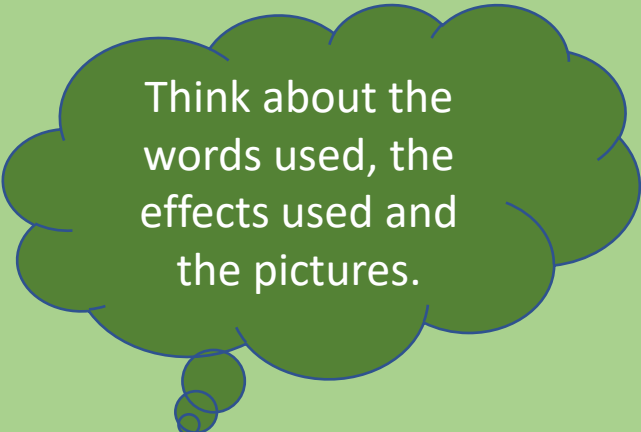
The video and song is trying to persuade people to buy parts of the Daintree Rainforest to help preserve it and protect it from deforestation and development of buildings or roads.

**Task 1:** Both the short film and the song were giving the same message about Daintree Rainforest. They are both concerned with the conservation of the landscape.

Divide a page down the middle (Using a ruler!). Copy the headings below, In each column write 3 ways you think the short film and the song **persuades the viewer to support the message they are giving.**

Click below to watch the short film again:

[https://www.youtube.com/watch?v=oHb\\_WEA50yo](https://www.youtube.com/watch?v=oHb_WEA50yo)



Think about the words used, the effects used and the pictures.

Daintree Rainforest Short Film	Daintree Forest Song and Video
1)	
2)	
3)	

A Persuasive Text is a form of non-fiction writing which aims to convince the reader of a certain point of view.

**Can you help me?**  
**Before it's too late!**

Every day, a rhino is hunted in the belief that their horns can cure illness.

Donate just £5 per week

Rhinos are critically endangered

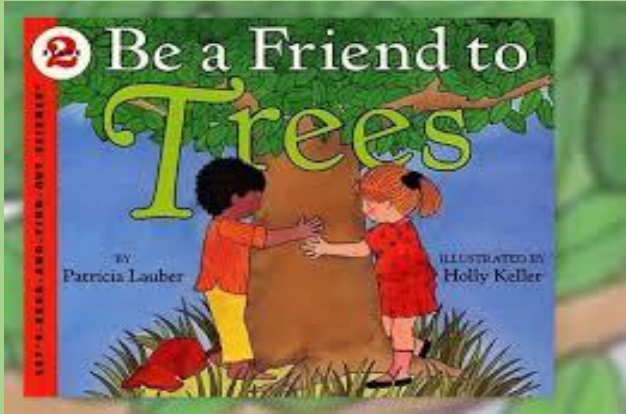
Rhinos have been around for 40 million years

Illegal rhino killings in South Africa

Rescue our rhinos

Labels: Heading, Sub-heading, Images, Splashes of information, Logo

Here are some examples



Leaflets

Books

Newspaper Articles

# Types of Persuasive Writing

Lots of different types of writing and media try to persuade us.  
Here are some examples:



Letters in a newspaper	Fliers posted through a letterbox	Shopping catalogues
TV, radio and Internet adverts	Holiday brochures	Billboards and posters
Book blurbs	Articles in a magazine	Movie trailers

The blurb on books tries to persuade you to want to read the book

Holiday brochures are trying to persuade you to go to that place for your holiday

Look at the other boxes, how is each one trying to persuade you?



# Lets have a look at what's included in persuasive texts to make them effective.

1

argues the case for a point of view



The argument needs:

- clear **points**
- any necessary **elaboration**.

Think about your argument, what are you trying to convince the reader of. Keep it clear.



2

## Persuasion text needs

**Purpose**

- to attract the **attention** of the audience
- to gain their **trust**
- to argue the case clearly
- to convince the audience.

The **genre** of text can also affect the purpose.

- an eye-catching **title** and/or **opening**
- a clear opening statement of your **point of view**
- **main points** clearly set out (e.g. each paragraph begins with a **topic sentence**)  
A topic sentence sums up what the paragraph is about.
- **information, reasons, examples** to **back up** each point
- **summary of main points at the end** (perhaps restating the case in some way).

It is not just about saying what you think, you need evidence to support your beliefs.

3

## Persuasion writing

**Audience**

- think about the audience for the **genre**
- how much do you know about them (age, interests, prior knowledge)?

Use what you know about your audience to decide

- how much **background detail** is needed
- appropriate level of **formality**.

Think about your audience when you plan the layout. How can you make it easy for them to read?

Where should the text sit along these continua?

informal ←-----→ formal

personal ←-----→ impersonal

Think about who you are writing to, how much do they know. If they are not aware at all about the issue you will have to provide more information.

How well do you know the reader, should it be formal (if you were writing to the queen) or informal (if you were writing to your mom).

4

## Elaborating a point

Make your point clearly, in a sentence.

elaboration

point



reasons/arguments

background detail or explanation necessary to make the case

examples to back up the case e.g.  
For example...  
For instance...  
This is obvious in the case of...

- Make your point, giving your reasons why you believe this.  
Include some background  
Give some examples to support what you are saying.



5

## Persuasion language features

- present tense verbs (except in historical arguments)
- persuasive devices
- the language of argument
- structural 'signposts' to your main points.

...because \_\_\_\_\_

\_\_\_\_.Consequently,...

\_\_\_\_.This results in...

The reason that \_\_\_\_\_ is that...

There are three major arguments...

First and foremost...

The second important point is...

Finally... To sum up...

6

## Persuasion language features

- \* emotive language  
e.g. 'strong' adjectives
- \* deliberate ambiguity  
e.g. probably the best, perhaps, maybe
- \* "dare you disagree!"  
e.g. Clearly,...  
Surely,... Obviously,...  
Everyone knows that...
- \* rhetorical questions  
e.g. "Are we expected to...?"  
"How will...?"
- \* turning opinion into truth  
e.g. "The fact is..."  
"The real truth is..."

Always ask yourself - Is it...

**FACT or OPINION?**



Task 2: Now you are going to practise using some of these features. You are going to write to your parents.

Why? To persuade them that you need £100 a month pocket money!

Why do you think this is a good idea.  
For example, I cannot possibly pick up all the dirty socks off my bedroom floor so I need to buy new ones each week!  
Try to think of 3 reasons..

What evidence do you have to support you beliefs?  
For example: I asked my whole class at school and two thirds of them have more pocket money than me.

What is your point?

How can you gain the trust of the readers?  
For example. As you know I am very sensible with money, I put granny's birthday money straight in the bank.

Look back at boxes 5 +6. What persuasive language will you include in your letter.  
For example; First and foremost, perhaps, obviously, consequently, the fact is etc..

Before you start draw a 'spidergram' to collect your ideas. Fill in each section.



# Writing your letter

Use the notes from your spidagram.  
Look at the checklist to make sure  
you include all the features.  
**Remember! You know your parents  
well, so the letter should be informal  
(as if you were talking to them).**



Checklist	What I included (tic)
A clear introduction, stating why you are writing to them	
A way to gain their trust	
Why you need this amount, what would you do with it?	
Finished with a summary	
Include some persuasive language (See boxes 5+6)	

Well Done Year 4!

