

Aims

1. To argue a point of view.
2. To try and convince the reader.

Resources

- ❖ Web link: <http://kotn.ntu.ac.uk/dragonsville/cavern.htm>
- ❖ Posters and reports that persuade.
- ❖ Activity sheets:
 - Creating a poster to persuade a reader.
 - Creating a report to persuade a reader.

Introduction

This activity will ask the children to think about how they would persuade other people to a particular point of view through either designing a persuasive poster or writing a persuasive report.

Activities and points for discussion

- ❖ Look at examples of persuasive posters and/or reports. What are the similarities between them?
- ❖ How does the persuasive poster get your attention?
 - The design – colours, images, jingles, puns.
 - Use of a catchy headline.
 - Exaggerated claims made e.g. “Best Ever”, “It changed my life”, etc.
 - Endorsements from other people; “I used it and thought it great”.
- ❖ How are the persuasive reports set out?
 - An opening statement (thesis) stating the point of persuasion.
 - An argument, possibly with counter argument, factual information and good reasons.
 - Use of logical connectives to link clauses together.
 - Short length of the sentence to add emphasis.
 - Use of powerful language.
- ❖ How does the inclusion of an image within a persuasive report help to convince the reader to the point of view?
- ❖ Are the posters and reports effective in changing your views? Which part of the posters and reports were effective?
- ❖ An online flashed based poster activity is available on the site;
<http://kotn.ntu.ac.uk/dragonsville/poster.htm>
- ❖ Reports can be submitted to the site for publication online.

Follow Up

- ❖ Create a piece of persuasive writing for the opening of a school tuck shop or after school club.
- ❖ Ask children to find examples of persuasive writing in the press, and on the TV.
- ❖ Design posters to persuade parents to attend a school event.

The writing can be sent to Kids on the Net for inclusion on the site.

<http://kotn.ntu.ac.uk/about/write.htm>

Children’s writing and scanned pictures can be sent to kotn@ntu.ac.uk