

# Year 4 Spring 1 - English - Knowledge Organiser

## Persuasive Text

### Purpose

To make a case for a particular point of view.  
To motivate, move or convince someone towards a certain opinion

### Key Vocabulary

advert	a way to get attention from the public to sell a product
persuade	to cause someone else to believe something
slogan	a short phrase used to advertise a product
product	something that is made from human work or machine

### Language Features

coordinating conjunctions	for, and, nor, but, or, yet, so
subordinating conjunctions	although, because, now that, until, while, despite, the fact, even though, nevertheless
causal conjunctions	therefore, consequently, as a result, since
expanded noun phrases	...around the corner, the long-bearded old man ...
prepositional phrases	...down by the stream,... ...under the bridge,...
relative clause	The boy, who was in the team, missed training.
opinion into fact	The fact is that we need them. The real truth is we must protect them. It is clear that we must follow

## Organisation for your writing

### Stories with



### Issues and Dilemmas

#### Objectives

My story has:

- **an introduction which grabs the interest of a reader**
- **a build-up of problem/issue**
- **a dilemma shown by words like 'perhaps' or 'maybe'**
- **a resolution and ending linked back to the introduction**

My story involves the reader by using:

- **some present tense**
- **first person**
- rhetorical questions
- **I have focused on describing feelings**
- I have hooked the reader with a cliffhanger/surprise
- I have varied the length of my sentences

### Persuasive Adverts

The name of the product.

A statement saying what the item is and what it is used for. Give a LOT of detail.

A catchy slogan; use alliteration, rhyming words and word play to make it memorable and fun!

Exaggerate all the positive points of your product using words such as 'best', 'cheapest' and 'most'.

Ask the reader questions that will make them think they would need the product and change their life e.g. Have you ever needed relief from the scorching sun?

Say why the reader should buy the product.



## Issues and Dilemma

### Key Vocabulary

issue	a point or subject in question or being talked about
dilemma	a situation that requires a choice between two actions, neither of which will be a good solution
rhetorical question	a question to which no answer is needed, used to make a point or make the reader think
resolution	a solution or end to an argument, problem or dilemma
moral dilemma	a conflict between what is the right or wrong decision to be made in a particular situation or whether an action will have good or bad consequences

## Story Mountain

Use the story mountain to help you plan your stories.

