# Year 4 Spring 1 - English - Knowledge Organiser

### **Persuasive Text**

#### Purpose

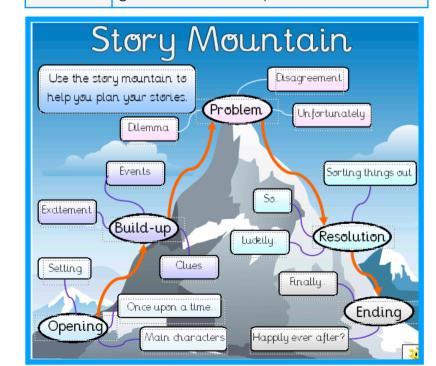
To make a case for a particular point of view. To motivate, move or convince someone towards a certain opinion

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		
<ul> <li>a build-up of problem/issue</li> </ul>		
<ul> <li>a dilemma shown by words</li> </ul>		
like 'perhaps' or 'maybe'		
<ul> <li>a resolution and ending linked</li> </ul>		
back to the introduction		
My story involves the reader by using: • some present tense		
<ul> <li>first person</li> </ul>		
<ul> <li>rhetorical questions</li> </ul>		
•		
I have focused on describing     feelings		
<ul><li>feelings</li><li>I have hooked the reader with</li></ul>		
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.		

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	



### **Issues and Dilemma**