PERSUADE

Year 6 Summer 2 Overarching Focus:			
Purpose & Audience			**Techniques**
To persuade	an audience of my choosing	to visit my holiday destination.	[Moderation Period: Pupils to Complete During Planning]

Building on Prior Learning in…	Year 5
	Writing persuasive speeches to join the army

1. Analysis & Composition (1)	
	To identify how a holiday advert uses **audience, purpose, tone and promises**
	to sell an **IDEA**.

2. Analysis & Composition (1)	
	To understand how a persuasive holiday advert is structured
	so that each section builds towards **THE PROMISE**.

3. Analysis & Composition (	
	To choose vocabulary
	to match the advert's **audience, tone and PROMISE**.

4. Analysis & Composition (1)	
	To use hyperbole and repetition
	to make the advert's central idea more powerful and memorable.

5. Analysis & Composition (1)	
	To understand how powerful adverts use a **mini-story**
	to make the reader feel the value of the holiday.

6. Plan and Write (3)	
	To plan and write my own persuasive advert to display at a transport station

7. Analysis & Composition (1)	
	Determine the tone and audience of an online complaint about a holiday
	reviewing the key features of persuasive writing when writing to dissuade.

8. Plan and Write (3)	
	To plan and write my own dissuasive online complaint about my holiday destination