

Genre features: Persuasive	
Year 3	Year 4
I started by stating the issue and my opinion I supported my arguments with reasons and factual evidence I used adverbials to convey a sense of certainty I summarised my arguments and opinions I used several persuasive devices: ○ emotive language ○ rhetorical questions ○ daring the reader to disagree ○ making my opinions sound like facts	
Year 5	Year 6
I included an introductory paragraph that states the argument Each paragraph states a reason of opinion and then includes several pieces of evidence to support it I include facts and statistics I asked rhetorical questions which encourage the reader to think about the issue I wrote a strong concluding paragraph that sums up the issue I used logical cause and effect conjunctions to link arguments in paragraphs I included imperative and modal verbs to convey urgency I used the subjunctive form for formal structures	

Genre features: Persuasive adverts, leaflets, flyers and posters	
Year 3	Year 4
I started with a rhetorical question I placed the object or event being advertised in the centre I used imperative verbs to convey urgency (Buy it today! Listen very carefully...) I put a concluding statement at the end I tried to persuade my reader using: ○ slogans and wordplay ○ alliteration ○ repetition and rhyme I grabbed attention by using different fonts, sizes and colour	
Year 5	Year 6
I included a snappy slogan to make the product sound interesting or exciting I used alliteration I described the benefits of the product fully, using specific and key information I used modal verbs for urgency and conviction (You must have this product in your life!) I included persuasive language to exaggerate and make the product sound appealing I wrote in second person I included noun phrases to add detail and adjectives for positive description I used rhetorical questions to engage the reader	