

Persuasive Writing: The Great Playground Campaign

Learning objective: To use persuasive language, rhetorical questions, and emotive vocabulary to convince a reader to support a school improvement project.

Follow this writing frame to construct a compelling argument. Use the word bank to help you link your ideas together and ensure your tone is both passionate and professional.

Imagine walking onto our playground and seeing not just grey tarmac, but a vibrant, living garden teeming with colourful flowers and quiet reading nooks.

Word bank: Furthermore · Undeniably · Without a shadow of a doubt · Consequently · In addition · For this reason · Imagine a world where... · It is essential that... · Surely we can agree...

1. Introduction: What is the main improvement you are proposing, and why is it so important? Start with: I am writing to you today because... (2 marks)

2. The First Argument: What is your strongest reason for this change? Explain why it would benefit all pupils. Start with: Firstly, the addition of this feature would... (3 marks)

3. The Second Argument: Provide a secondary reason. How does this support the school's values? Start with: Furthermore, it is essential that we consider how... (3 marks)

4. Addressing Counter-Arguments: How would you respond to someone who says this project costs too much or takes up too much space? Start with: Although some might argue that... (3 marks)

5. Conclusion: How do you want the reader to feel, and what specific action do you want them to take? Start with: In conclusion, I urge you to... (2 marks)

6. Justification: Why is your proposed change more valuable than simply keeping the playground as it currently is? Explain your reasoning. (4 marks)

Extension challenge: Imagine you are presenting this to the school council. Write a short 'elevator pitch' (no more than 50 words) that captures your main argument in a way that would immediately grab their attention. Compare and contrast your proposal with the school's current facilities—which aspect of your plan would have the most significant impact on pupil well-being and why?