

Persuasive Writing: The Great Adventure Campaign

Learning objective: To structure a persuasive argument using emotive language, rhetorical questions, and modal verbs to convince an audience.

Use this scaffold to build your argument. Max the monkey needs your help to persuade the school board to build an outdoor learning forest! Use the word bank to make your writing sound more professional and convincing.

Imagine a classroom without walls, where the ceiling is the canopy of ancient trees and the floor is a carpet of soft, emerald moss.

Word bank: undoubtedly · furthermore · consequently · surely · it is evident that · in addition to this · without a shadow of a doubt · compelling evidence · transformative · not only... but also

1. Introduction: State your clear point of view (the thesis). Start with: 'It is my firm belief that...' (2 marks)

2. First Point: Provide your strongest argument for the forest. Start with: 'Firstly, the installation of an outdoor learning space would...' (2 marks)

3. Second Point: Provide a secondary benefit (e.g., mental health or physical fitness). Start with: 'Furthermore, pupils would significantly benefit from...' (2 marks)

4. Addressing the Counter-Argument: Acknowledge a potential concern (e.g., cost) and refute it. Start with: 'Whilst some may worry about the cost of £5,000, it is vital to recognise that...' (3 marks)

5. Rhetorical Question: Engage your reader's emotions. Start with: 'Can we really afford to deny our students the opportunity to...?' (2 marks)

6. Conclusion: Summarise your argument and issue a call to action. Start with: 'In conclusion, I urge you to support this project because...' (2 marks)

Extension challenge: Greater Depth Challenge: 1. Explain why using emotive vocabulary is more effective than using purely factual statements. 2. Compare and contrast how you would change your tone if you were writing to a friend versus a headteacher. 3. Justify your answer: Is a rhetorical question always the best way to open a paragraph? 4. What might happen if the budget was reduced from £5,000 to £2,000; how would you adapt your argument? 5. Create a 'counter-argument' paragraph that anticipates a specific objection from a sceptical parent. 6. Rewrite your final sentence to include a 'rule of three' for maximum impact.