

Knowledge Organiser for KS3 English



Module 4:

Persuasive Writing – Animal Campaign

Key Skills

- Ability to use a range of persuasive devices
- Imagination to present “fictional facts”
- Structure and sequencing of writing
- Paragraphing
- Graphological design



Unit Summary:

In this unit students will identify the features of a leaflet. Then they will create their own leaflet demonstrating persuasive features and using presentational devices such as bullet points and pictures.

Key Spellings

- endangered
- tragedy
- habitat
- persecution

Key Terms

- persuasive language
- appeal
- persuasion
- emotive language
- target audience
- facts & statistics

Year

7

Term

Autumn

Duration

Useful Weblinks for Homework

Key Pictograms

2-3 weeks

<https://bit.ly/2BHU87K>
(great YouTube documentary on endangered animals)
<https://bit.ly/2thF5Aj>
(info resource on various endangered animals)



YOUR TASK

Write a 250-350 word campaign leaflet, using a full range of persuasive techniques.

Music to listen to while you're working:

- Saint-Saëns



Connections

- This links directly to your previous module on Adverts
- Both of these modules are about PERSUASIVE language

Homework & On-Going Tasks

- Your weekly homework will be on Teams
- Accelerated Reader
- Find 3 different print adverts and analyse the techniques they use to help sell the product