

LO: To write a persuasive argument for a holiday destination.

**Activity:**

Today you are going to write a persuasive letter to explain why you think it is a good idea to go on holiday to Italy. Remember to include – an introduction outlining what it is you want and your point of view, paragraphs with your different ideas with the most important reasons, conclusion summing up your reasons using positive language.

To help you persuade following are a few ideas to include in your letter to make them irresistible.

**Use emotive language:** words and phrases that appeal to emotions.

e.g. Your parents will think you are the most wonderful human being ever. The views are better than anything you have ever witness.

**Statistics** - e.g. 100% of people who visited enjoyed their holiday. 9 out of 10 people said they would go back there on holiday.

**Questions** – How can 50 million people be wrong? Who wouldn't want to see the Vatican?

**TASK:** Write a letter to your parents/carer persuading them that you should all go on holiday to Italy. Use the facts and information from Lessons 1 & 2 to help you, or research your own facts. On the next page there is an example and a link to website to help you write persuasion.

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Here is a link explaining persuasion

<https://www.bbc.co.uk/teach/class-clips-video/english-ks1-ks2-how-to-write-a-persuasive-text/zkcfbdm>

Here is an example of a persuasive holiday text

**Disneyland has come to Europe a new world of holiday dreams. Come and explore the magic. EuroDisney, Paris, the most sensational and spectacular holiday in Europe.**

**Where else can you find, shops, hotels, rides, cinemas, and the magic of Disney all in one place? In 2019 there were 15,405,000 visitors to Disneyland Paris, and it has been voted one of the most popular resorts in Europe. Come to Disneyland for a holiday of a lifetime, filled with smiles, laughter and happy memories. Enjoy rides and attractions galore, delightful and delicious food and the world-famous Disneyland parade. You will never forget the sight of the enchanting 'Sleeping Beauty's Castle'. You will never forget the thrill of Space Mountain. You will never forget the wonder of the Walt Disney Studios.**