

Year 6 Writing to Persuade Knowledge Organiser Campaign Writing



Features of Campaign Writing

- Rule of three - “the conditions are humid, uncomfortable and inhumane”
- Rhetorical questions - questions that don't require an answer but require the listener to think
- Emotive language - words and phrases that are intended to receive an emotional reaction
- Criticism of the opposing view - explaining why the opposing view is wrong and why your ideas are a better idea for everybody involved
- Personal anecdotes - refer to personal experiences to make your campaign have emotional depth
- A catchy slogan or parting phrase - ensure you conclude your speech with a phrase that will have a lasting impact on those listening to it

Unit Overview

During this unit, we are going to be writing to campaign for better living conditions at Camp Green Lake. The boys are made to dig holes in the hot sun day after day after day, with barely any water and minimal food to fuel them. But enough is enough. The boys are standing up for themselves and are campaigning for an improvement to their living conditions. However, their arguments must be convincing as Mr. Sir, Mr. Pendanski and The Warden are sure to be a tough crowd.

