

Everyone Matters – Engagement for Learning

Strategy: Writing to persuade

Brief description: This strategy provides the framework to support students in the development of their literacy outcomes across a range of subjects

Curriculum example:

In ICT business studies writing frames could be used to support a bid for a business contract



Teaching Development: i.e. introduction, groupings, timings, key skills required, messages, behaviour skills etc

- Acknowledgement of the literacy skills of the group is vital and the pro-forma would need to be adapted to suit
- Writing to persuade exercises are dependent of adequate active research and a sound understanding of the content studied.
- Clear presentation of the activity, its aims and purpose will need to be delivered
- students will work at different speeds and consideration will need to be given to time allocation and possible extension work
- the activity could be an individual, paired or group process – focus and attitude need to be highlighted prior to the task

Assessment Criteria –staff

- clear understanding of the task
- effective active research is complete
- task is undertaken without off task behaviour
- end product meets learning outcomes

Assessment Criteria – pupils

- you have completed enough active research before starting the activity
- you have a clear understanding of the task related to ‘writing to persuade’
- you complete the writing task well and stay on task
- the class works well on the task



Strengths

- supports positive writing skills
- allows highly motivated students a framework to express views
- can produce good focussed period of activity
- produces outcomes that can be assessed

Weaknesses

- if active research is not done well then off task behaviour likely
- if literacy skills are a concern disaffection may set in
- if the explanation of the task is not clear enough focus can be lost