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| --- | --- | --- |
|  | **AO5: Communication and organisation** | **AO6: Spelling, punctuation, vocabulary and sentence structures** |
| 7 – 9 =A – A\* | * Purpose, Audience and format are accurate and writing is suited to this in a sophisticated way
* What you say is very clear, accurate and sophisticated
* Your ideas are developed in detail
* The structure of your writing is very effective
 | * You vary your sentences very effectively and adapt these effectively
* a range of punctuation is used confidently and accurately
* virtually all spelling, including that of complex irregular words, is correct
* You write in the correct tense and person all the time and accurately
* Vocabulary is precise and ambitious all the time
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| 4 – 5 C- - C+ | * You write correctly for the purpose and format of the task and also the reader/audience
* Your content is developed with some ideas and opinions related to the topic
* ideas are clear
* The structure is mainly accurate and used to support the ideas in your text
 | * You vary sentences and mostly are accurate with this
* a range of punctuation is used, mostly accurately
* most spelling is correct
* you write in the correct person and tense most of the time
* vocabulary is beginning to develop
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Persuasive Writing Examples – Extracts about Smoking

**Give the following examples a grade based on the criteria above think about whether you would give them lower than a C, C or higher than a C? Then, say WWW & EBI.**

Smoking is a horrendous, life-threating and horrible habit. Imagine you take up smoking at the age of 15 and that seems cool and pretty rebellious. Then, fast-forward to your thirties and you’ve been married for a few years, have a young family and you start to have issues with your health. You visit the doctor and are told that the habit you adopted at 15, because it was cool has caused cancer. Cancer! Yes, it’s a word that strikes fear into us all. Smoking is a life-threatening, life-limiting and life-changing decision that you now wish you had never made. We all know we shouldn’t smoke but peer pressure was strong and you were bored and everyone was doing it.

WWW –

EBI –

How did we get to the point in this day and age that we still have to educate young people, people like you and like me, to not smoke? It seems a bit ridiculous. We know its poison, we know it’s bad for us and we know it’s addictive. Yet, we still do it. Would you jump off a cliff if your friend said so? No, I didn’t think so! But, when it comes to ‘just try one, go on’ with cigarettes, you do. I mean is that not just a little weird. Both of these scenarios are bad for you but with one you laugh and think how ridiculous, whereas with the other you think everyone tries it once.

WWW –

EBI –

Smoking is pretty bad. After all you can make yoursel really ill from it. I knew of one person who got cancer and it was pretty bad but there okay now so it wasn’t that bad really. But you know you shouldn’t smoke I mean duh – everyone does! Don’t they?

WWW

EBI