Persuasive Writing

Persuasive

Purpose:

To **argue** the case for a point of view.

To attempt to **convince** the reader.

Structure

Opening statement – Introduce your point of view to the reader.

Arguments – state the point of view and evidence for each argument.

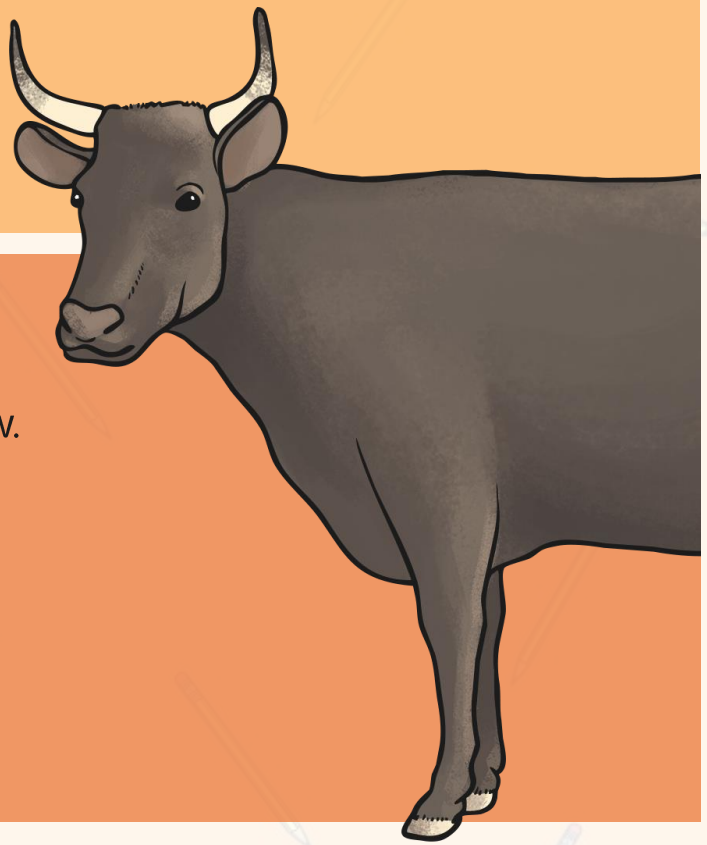
Conclusion – summarise the points, repeating your point of view.

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Features

Persuasive writing is written in the **present tense.**

e.g. Most beef sold in the UK is not British.



Logical connectives are used in persuasive writing to make the points and evidence flow.

Here are some examples:
because
however
this shows

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Features

Use facts when writing persuasive text, it gives evidence and proof to the argument rather than persuasive comments.

Give the reader a **reasonable argument**, get the reader interested and on your side.

Fascinate the reader, with interesting and shocking facts so that they agree with you.

Short sentences help give points emphasis.

Persuasive writing is about **informing** the reader about a subject and getting them to agree. Writing in a **friendly manner** is key.

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Features

Using **strong, clear, positive language** helps the reader to agree with you. Below are some helpful phrases that are used in persuasive writing.

Persuasive phrases:

As a result…
This causes…
Another reason…
It goes without saying…
I strongly believe…
Is it really worth…
How could we possibly…

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Features

Make the reader think that everyone else does this, agrees or that it will make their life better or them a happier person.

e.g. Everyone agrees that….
We all know that…

Alliteration can make slogans more memorable.

e.g. Buy British Beef

Using **humour** in persuasive writing can help people take your side.

A **picture** that tugs at the heart-strings can be more powerful than 1000 words.

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Features

Finally re-read.

Would you be persuaded?



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