

Persuasion

Purpose: To argue the case for a point of view
To attempt to convince the reader

Structure: Opening statement - introduce your point of view
Arguments - point and evidence
Conclusion - repeat your point of view

Features: Present tense
Connectives (logical not time) - *because, however, this shows, etc.*

Writer's Knowledge:

- Use good reasons and evidence to convince your readers
- Use facts rather than persuasive comments
- You may wish to counter arguments
- Try to get the reader interested and on your side - appear reasonable
- Tantalise (fascinate) your readers so that they agree with you
- Use strong, positive language
- Short sentences can help give emphasis
- Make the reader think that everybody else does this, agrees or that it will make them a better, happier person, eg *Everyone agrees that..., We all know that...*
- Draw the reader in, eg *At long last the that you have been waiting for*
- Be informative, persuasive and friendly
- Alliteration can make slogans memorable, eg *Buy British Beef*
- Use humour as it can help get people on your side
- A picture that tugs at the heart-strings can be more powerful than 1000 words

Finally, re-read and decide whether or not you would be persuaded

Writing Persuasive texts

Checklist for improving your work

<i>Have you included....</i>	Yes
<u>superlatives and comparatives?</u> <i>(biggest..greatest...most amazing...more exciting than...utterly fantastic...ace...)</i>	
<u>second person address?</u> <i>(You will be amazed when.... You really should....)</i>	
<u>rhetorical questions?</u> <i>(Why don't you try it? What are you waiting for? Have you ever...?)</i>	
<u>patterns of three?</u>	
<u>emotive or exaggerated language?</u>	
<u>vivid imagery?</u>	
<u>repetition of key words, points and ideas?</u>	
<u>a variety of sentences for effect?</u> Simple and dramatic Compound Complex	
<u>personal references or anecdotes?</u>	
<u>evidence, examples and/or statistics?</u> /	
<u>humour to get the audience on your side?</u>	