

Persuasive Writing

Purpose:

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

Structure:

- An opening statement - *'vegetables are good for you'*
- Arguments - in the form of points with elaboration - *'they contain vitamins'*
- Summary and restatement of the opening position - *'we have seen that ... so ...'*

Language features:

- **Simple present tense**
- **Focus mainly on generic participants** - *'vegetables, not a particular vegetable'*
- **Logical connectives** - *'this shows' 'however' 'because'*
- **Moving from the general to the specific**

Writer's Knowledge:

- Use good reasons and evidence to convince your readers
- Use facts not just persuasive comments
- You may wish to counter possible arguments
- Try to get the reader interested and on your side - appear reasonable
- Tantalise your readers so that they agree with you
- Use strong, positive language
- Short sentences can help give emphasis
- Make the reader think that everyone else does this, agrees or that it will make them a better, happier person - *'everyone agrees that..., we all know that...what did you do this weekend?'*
- Draw the reader in - *'at long last.... What you have been waiting for...'*
- Be informative, persuasive and friendly
- Alliteration can help make slogans memorable - *'Buy British Beef'*
- Use humour as it can get people on your side
- A picture that tugs at the heart strings can be more effective than a 1000 words

