

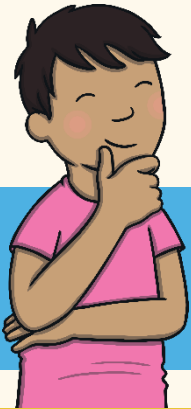
Persuasive Writing



What Is a Persuasive Text?

What is a persuasive text?

A persuasive text is a text which argues a point of view, to convince the reader to agree with the author.



What's in a persuasive text?

Opening statement: Introduce your point of view.

Arguments: State your point of view and reasons for each argument.

Conclusion: Summarise your arguments and repeat your point of view.

Organisation

How is a persuasive text organised?

A persuasive text is organised into paragraphs to make it easier to read.

What's in a persuasive text?

Opening paragraph:

Include opening statement and a list of arguments.

Main body paragraphs:

Include one argument in each paragraph.
Support your argument with two reasons.

Concluding paragraph:

Summarise your arguments and restate your point of view.



Features

Persuasive writing is written in the present tense.

- Children spend too much time doing homework.
- Dogs are the greatest pets for kids.
- Fidget spinners are a popular toy.



Logical connectives are used in persuasive writing to make the arguments flow.

For example: because, however, this shows, therefore.

Time connectives are used to begin the main body paragraphs.

For example: firstly, secondly, finally.

Features

When writing persuasive text, always use facts.
It gives evidence and proof to your arguments.

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

Interest the reader by using interesting, strong and emotive words.

Simple sentences help the reader to understand your arguments.

Persuasive writing is about informing the reader about a subject and convincing them to agree with you. Choose a topic you believe in.

Features

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

Persuasive phrases:

It is outrageous that...

I strongly believe...

It's disgraceful that...

It's concerning that...

How could we possibly...

Alliteration

Alliteration is the stylistic device of using a series of words that begin with the same sound.



Walking **w**ombats **w**obble.

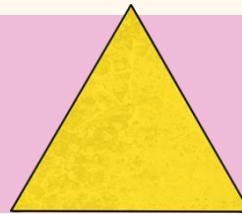
A **p**articularly **p**erfect **p**izza!



Facts

An opinion is someone's point of view of/about something that is not based on fact or knowledge.

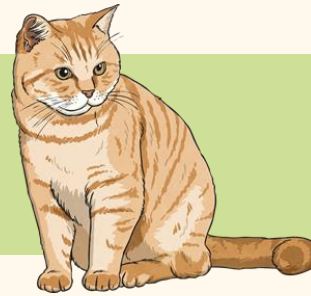
A triangle has three straight sides.
Triangles are easy to draw.



FACT

OPINION

Cats have whiskers.
Cats are cute.



FACT

OPINION

People need water to survive.
You need to drink 2-3 litres of water each day to survive.



FACT

OPINION

Rhetorical Questions

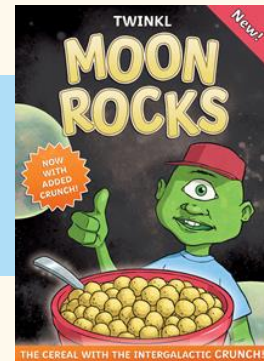
A rhetorical question is one that does not require an answer.

Can you really afford to ignore this warning?



Will you let this bargain pass you by?

How will you ever forgive yourself if you don't buy this product?



Emotive Language

Sometimes writers deliberately choose words to be emotive.

Emotive language means words that create an emotion in the reader.

How does this make you feel? What are the emotive words?

After Christmas every year, there are thousands of abandoned puppies left to wander the streets, scared and alone.

Only your support can rescue them.



Statistics

Factual data used to convince the reader.

95% of people agreed it was the best pizza they had ever tasted.



85% of children believe homework should be abolished.



What data could you use if you were trying to persuade people to eat healthily?

Persuasive Text Example

Read this example of a persuasive text. Underline the title, the point of view, arguments, reasons and persuasive language.

Children Should Stop Watching Television!

I strongly believe that watching television is bad for children. It is not educational, it creates laziness and it increases bad behaviour.

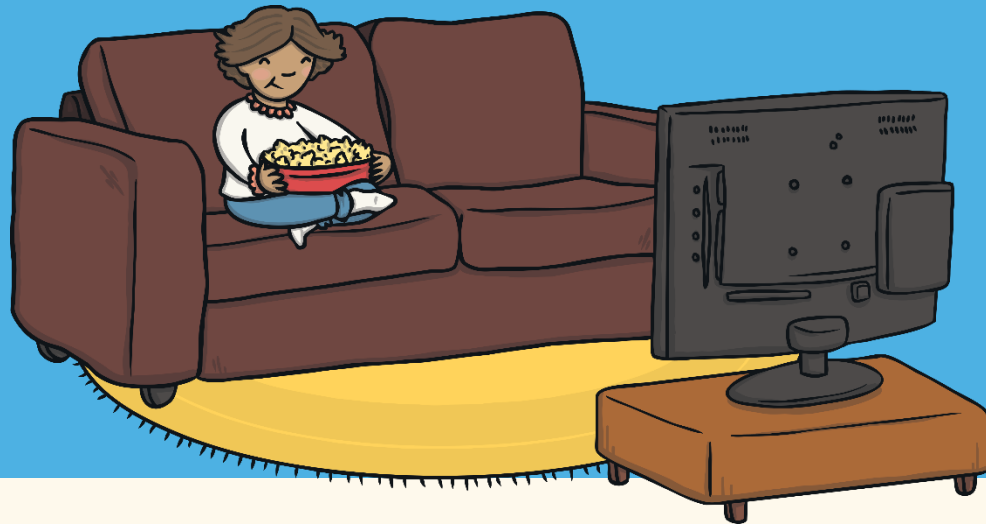
Firstly, because television involves watching, not thinking, it is not educational. When children are not thinking, they are not using their imagination, which is tragic! A lack of thinking and imagination can also affect a child's schoolwork.

Secondly, when watching television, students are sat for long periods of time. Sitting still for a long time can create bad habits like not wanting to play outside, which in turn can affect a child's health, weight and friendships.

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Finally, there are countless shows on television that are not appropriate for children to watch. Some of these show swearing, being mean, bad manners and fighting. If children watch shows that have these things in them, it's possible they will think these behaviours are OK in real life. This means that children could become rude and violent.

In conclusion, it's obvious that children watch too much television and should be stopped. This is because children's education, physical fitness and behaviour are at risk. Make yourself smarter, fitter and better behaved TODAY by not watching television!



Features

Finally, reread your persuasive text.

Would you be persuaded?



