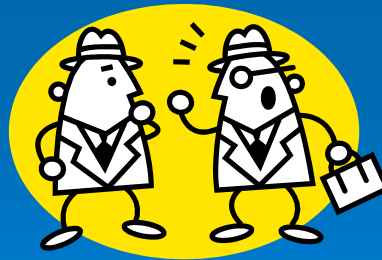


Persuasive Writing



How would you persuade
someone to do....
(or not to do)
something, or to buy an
item or service?



When writing something which is intended to persuade, there are several important features to remember.



Checklist For Persuasive Writing

Open with a statement of the issue being addressed.

State your position on the issue.

Main body of text contains the arguments that are elaborated with reasons and evidence (facts).

End with a summary.



Language Features

- ❖ Use mainly the present tense.
- ❖ Use logical and cause and effect connectives.
- ❖ Use emotive language.
- ❖ Use technical language.
- ❖ Use rhetorical questions.
- ❖ Dare the reader to disagree.
- ❖ Try to make opinions sound like facts.
- ❖ Use powerful verbs and strong adjectives.