

# 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**