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

Adapted from *The National Literacy Strategy Grammar for Writing* p154/5