

Writing to Persuade

🔗 Persuasive writing aims to:

- convince readers to believe in an idea or opinion

OR

- encourage readers to complete an action.

👉 Before Starting:

- Read the task carefully and work out who your audience is.
- Decide what is important about the topic or theme. Use *some* ideas from the reading texts (don't use too many though).
- Work out what you want to persuade people to do. Only choose relevant ideas/arguments otherwise your writing will lack focus and persuasion.
- Consider what you can do to encourage others to follow your suggestions. and engaging piece of writing.

❗ The tone of your writing will depend on the **audience**.

If you are asked to persuade your classmates, you will adopt a less formal style and tone. If you are asked to persuade a teacher, parent or organisation, the tone will be more formal.

👤 Planning:

Introduction

- Make it very clear from the start what you intend to persuade your reader to do.
- The introduction aims to capture the reader's interest. Keep it brief and immediately persuasive.

Main points

- Consider how you will persuade the reader (**guilt, emotional blackmail, beg, use facts**).
- Choose three or four areas that are important to your topic.
- Make sure you link the ideas (**repetition** works well for this). You must keep developing why people should be persuaded.

Conclusion

- You have one last chance to persuade your reader. Make it convincing.
- Link your ideas.
- Find a final powerful sentence.

👍 TOP TIP: Persuasive techniques:

A range of carefully selected techniques will enhance your writing

Imperative verbs (at the start of sentences) Listen...Try...Help...Go...Buy... will make your audience want to act.

Rhetorical questions (a couple for effect) will encourage readers to be on board.

Repetition can link up your ideas nicely and can be used across a whole piece.

Facts and statistics – make these up or use some from the reading materials. Make sure they are realistic and avoid using too many.

Inclusive pronouns – such as you, your, us, we, our – help the reader feel like part of the solution.

? Examples of previous persuasion tasks:

"Regular exercise is important". Write a leaflet to persuade young people that it is important to be active.

Write a guide for other students persuading them to stay safe when using social media and the internet.

Tourism.com is a website that persuades people to visit certain countries and enjoy their many attractions. You have been asked to write an article for the website persuading families to visit your country during the summer months.

Write an article for your school/college magazine in which you persuade your classmates how to lead a more environmentally friendly life.

Write a letter to your local council to persuade them to improve the leisure facilities in your area.

💡 Carefully chosen language is the best form of persuasion:

Emotive language will evoke strong feelings and is a powerful way of persuading. For example:

'It is vital that we all act now. Pollution is devastating our world. It is murdering our wildlife. It is killing our futures. Alone we can do nothing. Will you join me?'

Checklist for improving your writing:

- ✓ Have you written in paragraphs?
- ✓ Do you remain on task throughout your writing?
- ✓ Have you used a range of techniques to engage and interest your reader?
- ✓ Have you developed your ideas in sufficient detail (1½ sides is usually sufficient)?
- ✓ Have you given careful consideration to the language you have used?