



# Persuasive Writing

An informative PowerPoint about convincing the reader.

twinkl



## Learning Objective

To argue the case for a point of view in order to convince the reader.

# Structure

- **Opening statement:**  
Introduce your point of view to the reader.
- **Arguments:**  
State the point of view and evidence for each argument.
- **Conclusion:**  
Summarise the points, repeating your point of view.



# Features

- Persuasive writing is written in the present tense, e.g.:

**Most beef sold in the UK is not British.**

- Use appropriate conjunctions in discussions to make the points flow.

because

however

this shows

therefore

# Techniques

- Use facts when writing persuasive text; it lends evidence and proof to the argument rather than persuasive comments.
- Give the reader a reasonable argument as this will get them interested and on your side.
- Short sentences help give points emphasis.
- Persuasive writing is about informing the reader about a subject and getting them to agree. Writing in a friendly manner is key.

# Positive Language

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

## Persuasive phrases:

- As a result...
- This causes...
- Another reason...
- It goes without saying...
- I strongly believe...
- Is it really worth...
- How could we possibly...



# Getting the Reader to Agree

- Make the reader think that everyone else does this, agrees or that it will make their life better or them a happier person.

**Everyone agrees that....**

**We all know that...**

- Alliteration can make slogans more memorable.

**Buy British Beef**

- Using humour in persuasive writing can help people take your side.
- A picture that tugs at the heart-strings can be more powerful than a thousand words.

# Finally...

Re-read the persuasive text you have just written.

Would you be persuaded?







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