

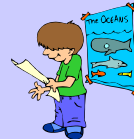
What could you write about?

- Healthy eating
- The benefits of not smoking.
- Taking more exercise; walking to school.
- The case for (or against) a by-pass.
- Persuading your headteacher to reduce homework; abandon school uniform; change lunch menus; allow football in the playground; mobile 'phones in school.
- Advertising posters or radio jingles for products or attractions.
- Save our park; school; woodland.
- For (or against) fox-hunting; fishing; zoos; circuses.
- Joining your club.
- Reading a particular book or author—book and film reviews.
- Watching a film or TV programme you have really enjoyed.
- Persuading an historical figure to change a course of action.
- Persuading children not to be bullies.
- The Loch Ness Monster, UFOs, ghosts do or don't exist!



How could you present your persuasive text?

- A letter.
- A leaflet.
- A poster.
- A newspaper or magazine article.
- A radio jingle.
- A video recording.
- An oral presentation.
- An advertisement.



My Persuasion Checklist

Have I used????????????????????

An opening statement of the case	☺
The present tense	☺
Logical connectives	☺
Techniques to attract and engage	☺
Evidence and examples	☺
Persuasive language	☺
Powerful reasons and benefits	☺
A closing statement to reinforce	☺

Produced by the Lancashire Literacy Team

**You,  
Too,  
Can Write  
Persuasive  
Texts**





### Structure and Organisation

- An opening statement of the case.
- Persuasive points followed by evidence and elaboration to support—*Vegetables are good for you because they contain vitamins. Vitamin C is essential in . . .*
- A closing statement to summarise and reinforce the case.

### The language to use

- The present tense.
- Logical connectives: this shows; however; therefore; so; but; if; also; furthermore; moreover; consequently; because.
- Move from the general—*Exercise is good for you*—to the specific—*Cycling is a particularly good form of exercise.*

### Tricks of the trade!

- **Attract** the reader's attention—use alliteration, rhyme, puns, humour.
- **Engage** the reader—be friendly, expect them to agree with you. Use the second person, you.
- **Inform** the reader—tell them what it's all about. Make the reader feel that every one else does this, agrees or has benefited from this; *it is generally believed; research has shown; everyone agrees that; we all know that.*
- Tempt the reader: *At long last! Just what you have been waiting for. Miss it! Miss out!*
- Use emotive pictures.
- Be reasonable—don't use words such as stupid, fool, thick!
- Use evidence and statistics to support your case.

### Who is your persuasive text for?

- Customers for your product or attraction.
- People in authority who are able to change things for you.
- People who you want to join you in a campaign to change things or stop something happening.
- People who need to change their life-style to be more healthy, safer or fulfilled.

### What is your persuasive text for?

- To argue the case for a particular point of view.
- To convince the reader to believe what you are writing about.
- To persuade the reader to buy your product or visit your attraction.
- To convince the reader that certain things are good for them.

