

# Structure

<b>Title</b>	The title of your text should clearly show what your topic is about. If it is a leaflet, it may have a catchy title or slogan to attract the target audience's attention.
<b>Opening</b>	Persuasion texts often begin with a question. The topic sentence of the opening paragraph should introduce the main point of view.
<b>Paragraph 1</b>	Have at least three clear points to support your argument and develop each by providing examples.
<b>Paragraph 2</b>	This is the main body of your text and will include lots of persuasive devices to convince the audience.
<b>Paragraph 3</b>	You should recognise there is an alternative viewpoint, but do not elaborate on it; simply counter argue with another point to support your view.
<b>Conclusion</b>	Summarise your points and reiterate the opening/title.

<b>Title</b>	
<b>Opening</b>	
<b>Paragraph 1</b>	
<b>Paragraph 2</b>	
<b>Paragraph 3</b>	
<b>Conclusion</b>	

**Word Bank**

firstly      secondly      thirdly      the main reason      one point is      moreover  
furthermore      however      despite      although      in addition      added to this fact  
is      in conclusion      to sum up      it is evident that