

# Features of Persuasive Writing



# Aim

- I can understand when and why persuasive writing is used and what features it employs.

# Success Criteria

- I can explain what persuasive writing is.
- I can identify situations in which persuasive writing is used.
- I can identify the features of persuasive writing.

# What Is Persuasive Writing?



Persuasive writing (which of course could be said aloud) has a very clear purpose: to persuade the reader or listener to agree with what the writer or speaker is saying.

**Can you think of a time when you have been persuaded to do, try, buy, believe or think something?**



TV advertisements



opinions of friends



descriptions on menus



film, game or book reviews



class council speeches



trying something new

Click for hints

# What Is Persuasive Writing?



## Completely persuasive

Letter to the Prime Minister about making recycling easier for schools

Advertisement for a new chocolate bar

A speech by a politician to encourage people to vote for them

An application letter

## Partially persuasive

Book review

Diary entry about a trip to a theme park

A magazine article about a trip to Indonesia

## Not persuasive

A story based on the Gingerbread Man

Explanation of how volcanoes work

A report on exam results

Letter to the Prime Minister about making recycling easier for schools

A speech by a politician to encourage people to vote for them

Advertisement for a new chocolate bar

Explanation of how volcanoes work

Book review

A story based on the Gingerbread Man

A report on exam results

An application letter

A magazine article about a trip to Indonesia

Diary entry about a trip to a theme park

Your idea



# What Is Persuasive Writing?



**Were all of the answers obvious?**

There may have been some discussion and even some disagreement about some of the writing – lots of types of writing can include a persuasive element.

We can usually tell if an author is attempting to be persuasive by looking at the features they decide to include in their writing.



# Identifying the Features of Persuasive Writing



What are the features of persuasive writing?

Read the Persuasive Writing Examples in your pairs. Complete one of the following tasks to focus your attention on persuasive techniques.

## Task 1

Match the text excerpt with the persuasive writing feature.

## Task 2

Locate features of persuasive writing from the list supplied.

## Task 3

Identify features of persuasive writing independently.



# Collecting Features of Persuasive Writing



## Persuasive Writing

- Verbs in present tense
- Expressions of conviction (e.g. undoubtedly, obviously)
- Rhetorical questions used to focus the reader
- Reasons for viewpoint
- Title implies a point of view
- Main idea introduced in opening paragraph
- Reasons developed with details, facts and examples
- Opinions presented as facts
- Conclusion which summarises argument
- Strong/emotive/intensifying adjectives

Let's compile a class list!

Errol  
Gordon  
John  
Michael  
Peter  
Robert  
Thomas  
William  
James  
Charles  
George  
Henry  
Richard  
Edward  
John  
Michael  
Peter  
Robert  
Thomas  
William  
James  
Charles  
George  
Henry  
Richard  
Edward





## Persuasive Writing

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How many of these things do you think you can already do well?



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