

Persuasive Writing



Monday 30th November 2020

LO: To identify features of persuasive letters.

Success Criteria

- Say what makes a letter persuasive
- Create a key and underline persuasive features
- To understand the structure of a persuasive letter
- To explain what persuasive language does to a reader.

What Is a Persuasive Text?

What is a persuasive text?

A persuasive text is a text which argues a point of view, to convince the reader to agree with the author.



What's in a persuasive text?

Opening statement: Introduce your point of view.

Arguments: State your point of view and reasons for each argument.

Conclusion: Summarise your arguments and repeat your point of view.

Organisation

How is a persuasive text organised?

A persuasive text is organised into paragraphs to make it easier to read.

What's in a persuasive text?

Opening paragraph:

Include opening statement and a list of arguments.

Main body paragraphs:

Include one argument in each paragraph.
Support your argument with two reasons.

Concluding paragraph:

Summarise your arguments and restate your point of view.



Features

Persuasive writing is written in the present tense.

- Children spend too much time doing homework.
- Dogs are the greatest pets for kids.
- Fidget spinners are a popular toy.



Logical connectives are used in persuasive writing to make the arguments flow.

For example: because, however, this shows, therefore.

Time connectives are used to begin the main body paragraphs.

For example: firstly, secondly, finally.

Features

When writing persuasive text, always use facts.
It gives evidence and proof to your arguments.

Give a reasonable argument to get the reader
interested and on your side.

Interest the reader by using interesting, strong and emotive words.

Simple sentences help the reader to understand your arguments.

Persuasive writing is about informing the reader about a subject and convincing them to agree with you. Choose a topic you believe in.

Features

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

Persuasive phrases:

It is outrageous that...

I strongly believe...

It's disgraceful that...

It's concerning that...

How could we possibly...

Your Task

Task 1 – Create a mind map of the features of persuasive language. You may need to think back to our earlier learning in the year or use the internet to research if you are stuck.

Task 2 – Read a persuasive letter written on behalf of a town's person who is trying to persuade someone not to allow a zoo to be built in his town. Create a key and identify the features in the text. Be sure to read through the text carefully to make sure all the features of a persuasive letter have been identified.