

# Persuasion

Persuasive writing is for arguing a case, or point of view, and is intended for anyone who may be interested in the subject but may hold a different point of view.



# Persuasive writing could be used in...

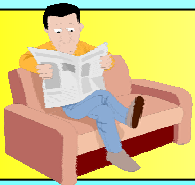
...a poster  
or flier

...a book 'blurb'



...an advertisement

...a newspaper or magazine article



Can you think of any others?

# The key points are...

...writing in the present tense

...detailed descriptions

...topic words



...using a consistent voice throughout

...using varied sentence structure

...using connecting words/phrases to start paragraphs

...explain, and give reasons for, your point of view

...using emotive language