

PERSUASIVE WRITING TOOLKIT

Audience:

Someone you are trying to influence.

Purpose:

To promote a particular view in order to influence what people do or think.

Structure:

Often a series of points, supporting one viewpoint, written in logical order.

Language features:

- Emotive language
- Personal language
- 'Weasel phrases'

Examples of persuasive writing:

- An advertisement
- A book blurb
- A newspaper or magazine article



Remember to:

- Write an eye catching title saying what you are writing about.
- Write an introduction that states your point of view.
- Start each paragraph (and new point) with a topic sentence.
- Think about what opponents might argue and include counter arguments.
- Write an ending restating your view point.

It is important to...

- Write in the present tense.
- Use emotive language to express your view (...dolphins are *cruelly trapped*...).
- Include words that give reasons to your view point (because, so...).
- Try to appear friendly and reasonable.
- Use 'weasel words', rhyme and alliteration to help persuade.
 - Use phrases that signal your view, (e.g. I believe...)
 - Use rhetorical questions.

