**Forms of writing — Persuasive texts**

**How to write a persuasive text**

**Persuasive texts** are texts, both written and spoken, which persuade the reader or listener to do something, believe something or buy something. Persuasive texts take on different forms: **arguments** for or against a topic (e.g. more trees should be planted in our park), **either/or** (e.g. dogs are better than cats), and in the form of **advertisements**. Persuasive texts are seen in travel brochures, letters to the editor of newspapers, debates between people with different points of view about a topic, advertising material and persuasive essays. Persuasive writing and speaking stir up feelings in the audience by making the audience respond emotionally: feel sad, happy, guilty, scared, concerned or amused by what is written or said, thereby persuading or convincing the reader or listener of the author’s or speaker’s point of view.

**When you write a persuasive text, there are some things you must keep in mind, including:**

|  |
| --- |
| **Persuasive texts** |
| **Audience** | Who is your audience?How will you connect with your audience? Who are you trying to convince? |
| **Ideas** | Think of three or more ideas to convince your audience of your point of view. (These will be your three arguments in the body of the text.) |
| **Text structure** | **Paragraphs**: Dividing the text into paragraphs helps the reader to understand each idea in eachparagraph and the ideas in the whole text. | **Examples in text** |
| **Introduction** | State your position in two or three sentences in a paragraph. What is your opinion? Put forward your point of view. Make your opening statement forceful. What am I trying to persuade them to think or do? How will you catch the audience’s attention? Use questions to catch readers’ attention. | *Who would like to live on a clean, green, healthy planet Earth where there are no plastic bags lying around harming our wildlife and our environment? Well, we can live in that world if we stop using plastic bags.* |
| **Body**In the body you state three ideas/reasons to convince your audience of your opinion. Put each reason into a different paragraph: paragraphs a, b and c. |

|  |  |  |
| --- | --- | --- |
| **Paragraph a** | **Main point 1** — state your first opinionor reason in **two or three sentences**:• first sentence, the topic sentence• then other sentences on the same idea. | *Firstly, I believe that if we use cloth shopping bags instead of plastic ones, we will help to save our planet by reducing waste plastic lying around.* (Add one or two more sentences after the topic sentence.) |
| **Paragraph b** | **Main point 2** — state your second opinion or reason in **two or three sentences**:• first sentence, the topic sentence• then other sentences on the same idea. | *Secondly, cloth bags are reusable. You can take them to the shops again and again, you can store things in them and all the while you know you are reducing waste.* |
| **Paragraph c** | **Main point 3** — state your third opinion or reason in **two or three sentences**:• first sentence, the topic sentence• then other sentences on the same idea. | *Thirdly, who wouldn’t feel sad when seeing a poor helpless turtle, bird or native creature with a**plastic bag wrapped around their beak, paws or down**its throat?* (Add one or two more sentences after the topic sentence.) |
| **Conclusion** | In the conclusion you restate your opinion and tie your arguments together. | *So you can see that using cloth shopping bags over plastic ones will help us save our planet, be more convenient and help our vulnerable wildlife. By listing these reasons,**I have proved that our environment would be**a cleaner, healthier and greener place.* |
| **Persuasive language****Features** | Use persuasive language features to persuade your audience:• questions to challenge your audience• state facts | *How would you like to wake**up in the morning and find a sea of plastic bags lying around everywhere?**The fact is that many sea creatures and birds end up with plastic bags wrapped around their poor helpless bodies.* |

|  |  |  |
| --- | --- | --- |
| **Features continued** | • exaggeration and half truths when the writer manipulates the facts to suit their own opinion• good sentence starters to catch your readers’ attention, and questions to make your audience think | *Very soon, plastic bags lying around everywhere are going to destroy our planet and we’ll find we have nowhere to live!***Words like:***In my opinion …**We all know that … I feel that …**I believe that …***Questions like:***Do you really think …? What would happen if ...? How could you live with yourself if …?* |
| **Vocabulary** | Add interesting and descriptive words and phrases:• adjectives (sometimes used in groups of three for more effect)• adverbs | *We can live on a* ***healthy****,* ***green*** *and* ***rubbish-free*** *planet.****Surely*** *you can see how****much better off*** *we’ll be.* |
| **Cohesive devices** | Include cohesive words and phrases and text connectives to join up ideas in the writing:• conjunctions• text connectives | *We all need to carry our shopping,* ***but*** *are you aware of the damage****and*** *the problems we are creating?****Therefore****, we must use cloth shopping bags.* ***As you can see****, our wildlife depends on us to save them.* |
| **Sentence****Structure** | Join simple sentences with conjunctions (e.g. *and*, *but*, *because*) to make compound or complex sentences | *Dogs are friendly.**Dogs are loyal companions.*These sentences can be joined to make a compound sentence:*Dogs make loyal companions* ***because*** *they have a friendly nature.* |

|  |  |  |
| --- | --- | --- |
| **Sentence** **Meaning** | Reread your text to make sure your sentences make sense. |  |
| **Punctuation** | Use the correct punctuation — capital letters, full stops, question marks and other punctuation marks — to help the audience understand the text. |  |
| **Spelling** | Check your work to make sure you used correct spelling. | Use spelling word lists and dictionaries to check your spelling. |