

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...

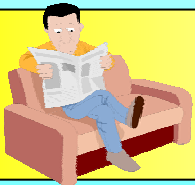
...a poster
or flier

...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