

Structure

The structure of a persuasive text is often (but not always):

- thesis – an opening statement of the issue being addressed, for example, vegetables are good for you
- position statement – state your position on the issue
- arguments: often in the form of point plus elaboration, for example, they contain vitamins. vitamin c is vital for...
- structure the text by using phrases like; some believe that..., it is certain that..., I am sure that..., surely..., firstly, secondly, finally
- reiteration: summary and re-statement of the opening position, for example We have seen that... so ...

Language Features

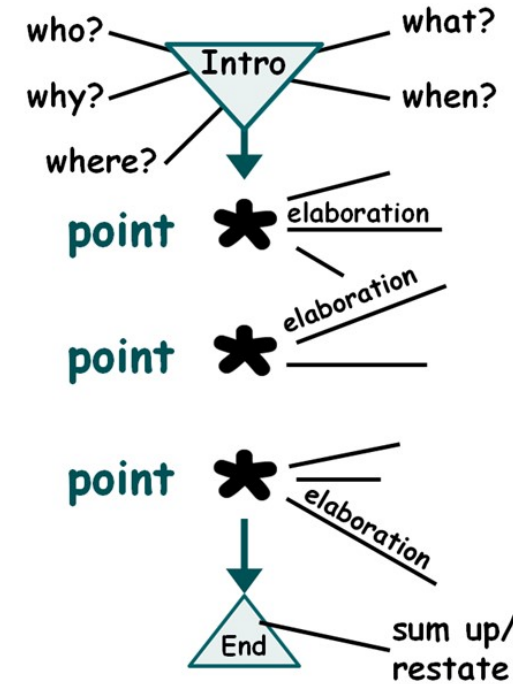
- The language features of a persuasive text are often (but not always):
- written in simple present tense
- focus mainly on generic participants, for example, vegetable, not a particular vegetable
- mainly logical connectives, for example - this shows, however, because
- link ideas within the text by using words such as; consequently, therefore, so, moreover, because



- a movement usually from the generic to the specific
- rhetorical questions
- alliteration

Persuasion 1

Planning Frame



Step 1—Brainstorm



Step 2 Identify key points and elaborate

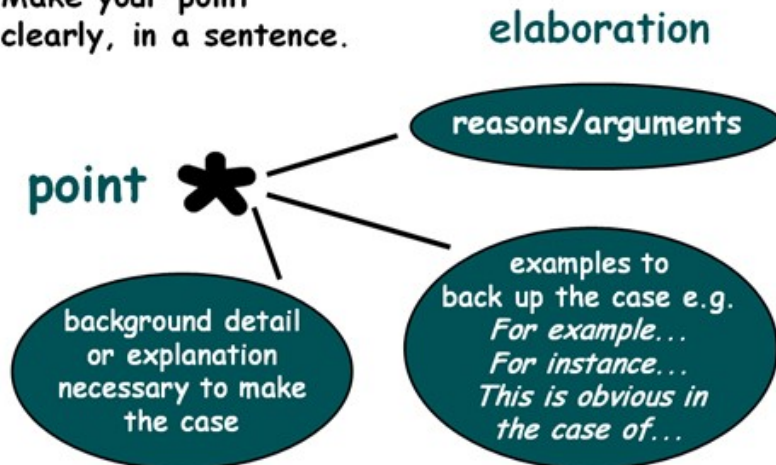


The argument needs:

- clear points
- any necessary elaboration.

Step 3 Fully elaborate points

Make your point clearly, in a sentence.



Top Tips

- use good reasons and evidence to convince your reader
- use facts rather than just persuasive comments
- you may wish to counter arguments
- try to get the reader interested and on your side – appear reasonable!
- tantalise your reader so that they agree with you
- use strong, positive language – emotive words that make people feel sad, angry, upset, sympathetic, guilty, excited
- use three adjectives or phrases to make a point
- use personal pronouns – we, you, our, us – to make your audience think you are talking to them
- short sentences can help to give emphasis
- make the reader think that everyone else does this, agrees or that it will make them a happier, better person, for example Everyone agrees that... We all know that...
- draw the reader in, e.g. At long last... The x have been waiting for you
- be informative, persuasive and sound friendly
- alliteration can help to make slogans more memorable, e.g. Buy British Beef
- use humour as it can get people on your side
- a picture that tugs at the heart-strings can be more effective than 1,000 words..
- reread and decide whether you would be persuaded
- recognise that persuasive texts can be adapted or combined with other text types depending on the audience and purpose
- use questions that don't need an answer to get the audience to think. Some question starters... How could you (we) possibly..., Do you really think..., Do you want to be part of..., Could your conscience cope with..., Is it really worth...
- repeat words or phrases so that they stick in your audience's mind