



Persuasive writing

Persuasive writing gives a one sided (biased) view of an argument or issue. It is written in the present tense.

It must be clear and organised into paragraphs.

You must introduce the problem/topic.

You must give your personal opinion and reasons for it. Give examples, factual evidence, other people's opinions and why they are wrong.

You need to write a conclusion which restates (repeats) why you feel that way or explain what you wish people to do.

To be powerful in your argument, you need to ask the reader questions.

Use connectives such as **in fact, furthermore, whilst, of course, neither, therefore.**

To convince the reader how strongly you feel about the subject, you should:

- Use emotive language (**surely, must, demand, realise, threatened, destroyed**).
- Use rhetorical questions (**Surely you can understand my point of view? Do you realise what you are doing?**)

Remember that persuasive writing can come in lots of forms for example letters, adverts, posters, articles and brochures.