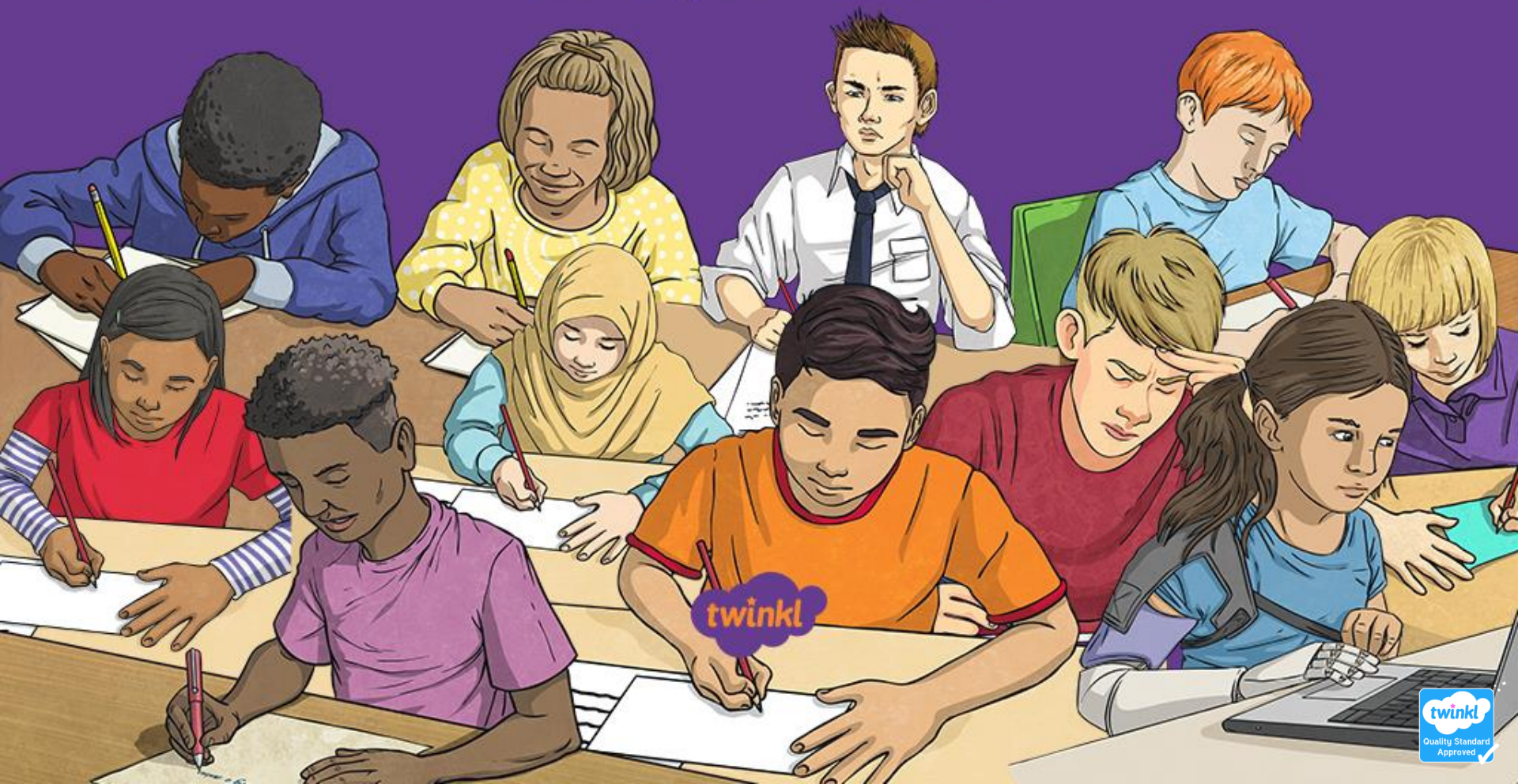


Purposes for Writing:

Writing to Persuade

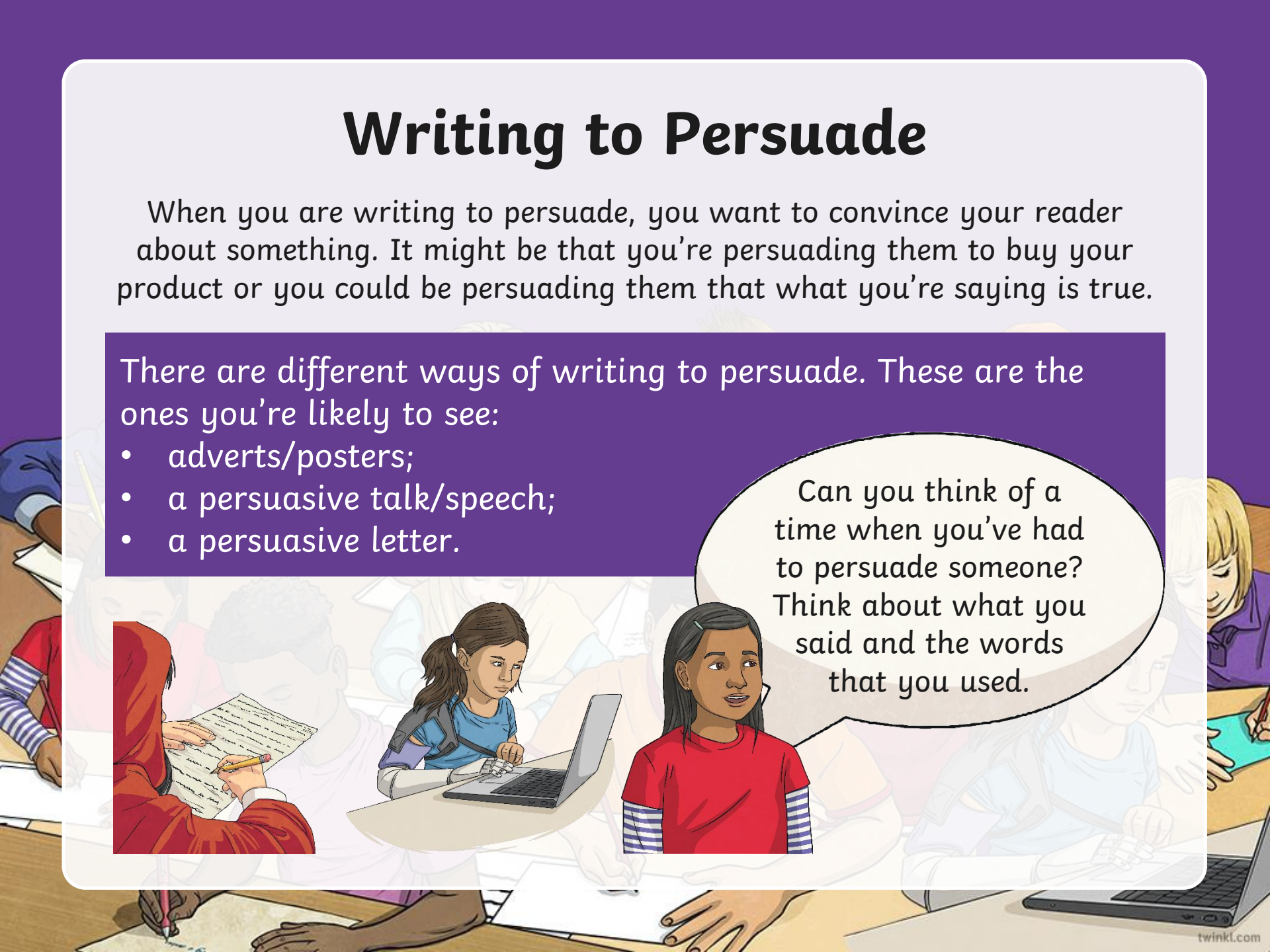


Writing to Persuade

When you are writing to persuade, you want to convince your reader about something. It might be that you're persuading them to buy your product or you could be persuading them that what you're saying is true.

There are different ways of writing to persuade. These are the ones you're likely to see:

- adverts/posters;
- a persuasive talk/speech;
- a persuasive letter.



Can you think of a time when you've had to persuade someone? Think about what you said and the words that you used.

Features of Writing to Persuade

The most important part of writing to persuade is being able to convince your reader. To do this effectively, you'll need to use a range of different features.

Imperative Verbs

Imperative verbs tell the reader what to do. They help to get your message across really clearly.

Buy this spaghetti stretcher today!

Improve our school and our community.

Rhetorical Questions

Rhetorical questions are questions which don't need to be answered. They can help your reader to feel like you are talking specifically to them.

How could you live without it?

Repetition

At the end of your persuasive text, the reader needs to be really clear about the main points. Ensure this by occasionally repeating key words throughout your writing.

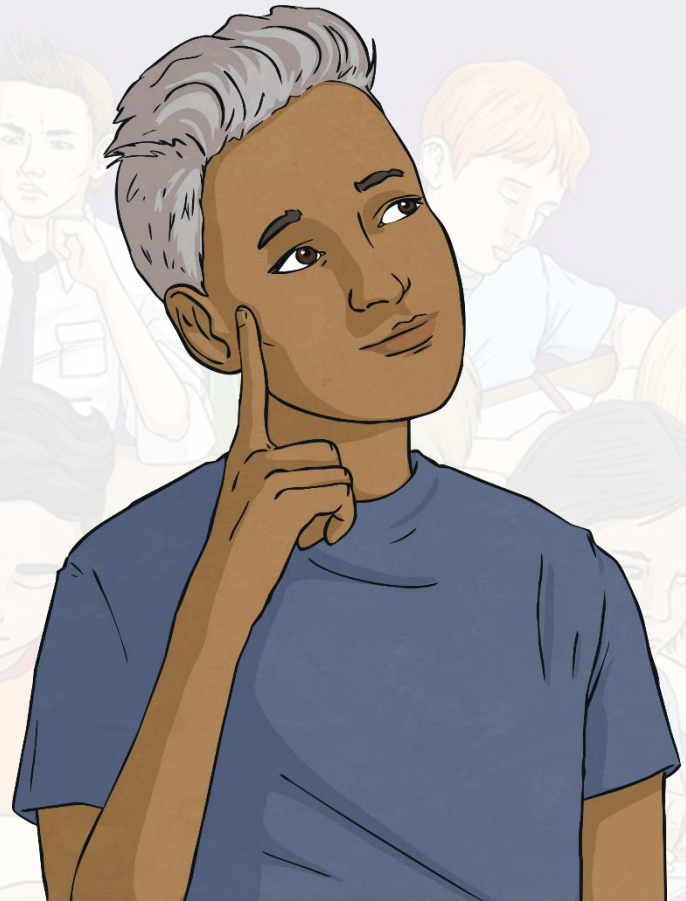
Expanded Noun Phrases

Whatever you're persuading your reader about, you need to make it seem like the best idea ever. Do this by including plenty of expanded noun phrases with amazing, incredible adjectives and modifying nouns.

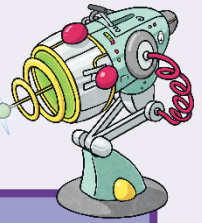
Can You Spot These Features?

Have a look at these different types of persuasive writing. Can you spot the features?

- **imperative verbs**
- **repetition**
- **expanded noun phrases**
- **rhetorical questions**



Advert



The Zap-Tastic Silencer!

Are your siblings giving you a rough time? Are your friends always bragging about winning at football? Is the neighbour's cat keeping you awake at night? You need the Zap-Tastic Silencer!

With one press of the smooth-action trigger, you'll have peace and quiet in no time. Our Zap-Tastic Silencer is filled with astounding alien technology and is available for you to take home today. Say goodbye to irritating sounds and restless nights. Just aim at the irritant, fire the harmless rays and enjoy one hour of complete silence. Yes – it really is that easy!

It's available for a limited time only so don't miss out: buy your Zap-Tastic Silencer now!

Which features did you manage to spot?



Persuasive Speech



This is an extract from the speech given by Fluffles McSpice during the annual guinea pig meeting at 34 Garden Terrace.

We must not allow ourselves to be treated like this. How many more guinea pigs have to suffer before we say that enough is enough? I have been into next door's garden and I have seen the food that is available there. Juicy pellets, dried strawberries and delicious dandelion leaves: the kind of food that we should be getting instead of the brown filth and mouldy hay that they try to feed us. No! We want what they're having. We deserve what they're having. Stand up for what you believe in, fellow guineas of 34 Garden Terrace, and demand better of our owners!

Which features did you manage to spot?



Did You Spot the Features?

Did you manage to spot any of these features in the persuasive writing?

- **imperative verbs**
- **repetition**
- **expanded noun phrases**
- **rhetorical questions**

Were there any other features you spotted which weren't on this list?



Other persuasive features...

Alliteration

Alliteration is the stylistic device of using a series of words that begin with the same sound.



Walking **w**ombats **w**obble.

Statistics

Factual data used to convince the reader.

95% of people agreed it was the best pizza they had ever tasted.



Three (rule of)

It is believed that a person is more likely to remember things if they are grouped in three.

This chocolate is smooth, velvety and tastes divine!

1

2

3



