

What could you write about?

- Healthy eating
- The benefits of not smoking.
- Taking more exercise; walking to school.
- The case for (or against) a by-pass. 
- Persuading your headteacher to reduce homework; abandon school uniform; change lunch menus; allow football in the playground; mobile phones in school.
- Advertising posters or radio jingles for products or attractions.
- Save our park; school; woodland.
 - For (or against) fox-hunting; fishing; zoos; circuses.
 - Joining your club.
 - Reading a particular book or author—book and film reviews.
- Watching a film or TV programme you have really enjoyed.
- Persuading an historical figure to change a course of action. 
- Persuading children not to be bullies.
- The Loch Ness Monster, UFOs, ghosts do or don't exist!

How could you present your persuasive text?

- A letter. 
- A leaflet. 
- A poster.
- A newspaper or magazine article. 
- A radio jingle. 
- A video recording.
- An oral presentation.
- An advertisement. 

My Persuasion Checklist

Have I used?????????????????????????????

An opening statement of the case 

The present tense 

Logical connectives 

Techniques to attract and engage 

Evidence and examples 

Persuasive language 

Powerful reasons and benefits 

A closing statement to reinforce 

Produced by the Lancashire Literacy Team

You,

Too,

Can Write

Persuasive

Texts





Who is your persuasive text for?

- Customers for your product or attraction.
- People in authority who are able to change things for you.
- People who want to join you in a campaign to change things or stop something happening.
- People who need to change their life-style to be more healthy, safer or fulfilled.

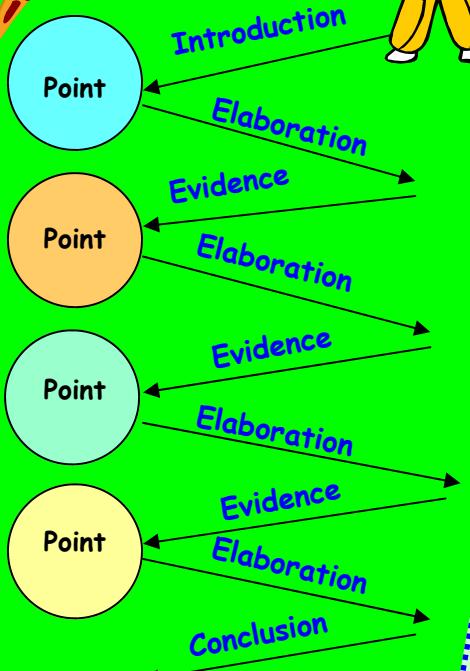
What is your persuasive text for?

- To argue the case for a particular point of view.
- To convince the reader to believe what you are writing about.
- To persuade the reader to buy your product or visit your attraction.
- To convince the reader that certain things are good for them.



The language to use

- The present tense.
- Logical connectives: this shows; however; therefore; so; but; if; also, furthermore; moreover; consequently; because.
- Move from the general—Exercise is good for you—to the specific—Cycling is a particularly good form of exercise.



Structure and Organisation

- An opening statement of the case.
- Persuasive points followed by evidence and elaboration to support—Vegetables are good for you because they contain vitamins. Vitamin C is essential in . . .
- A closing statement to summarise and reinforce the case.

Tricks of the trade!

- Attract the reader's attention—use alliteration, rhyme, puns, humour.
- Engage the reader—be friendly, expect them to agree with you. Use the second person, you.
- Inform the reader—tell them what it's all about
- Make the reader feel that everyone else does this, agrees or has benefited from this; it is generally believed; research has shown; everyone agrees that; we all know that.
- Tempt the reader: At long last! Just what you have been waiting for. Miss it! Miss out!
- Use emotive pictures.
- Be reasonable—don't use words such as stupid, fool, thick!
- Use evidence and statistics to support your case.