



Persuasive Writing

SPCA Education

Informed by *First Steps Writing Resource Book*, Education Department of Western Australia 1997

What is the purpose of a persuasive text?



The purpose of a persuasive text is to argue a case from a point of view, in an attempt to convince the reader.

What are some real life examples of persuasive writing?



- Letters to the editor
- Letters of complaint
- Petitions
- Advertisement
- Posters
- Brochures
- Notices
- Newsletters
- Articles

How should a persuasive text be structured?

1. Goal or Thesis

- A **goal** or **thesis** is a statement that describes one side of an arguable viewpoint.
- *What is the thesis or point you are trying to argue?*

How should a persuasive text be structured?

2. Main Reasons

- You will need some good reasons to support your goal or thesis.
- Briefly state **three** main reasons that would convince someone that your thesis is valid.
- *A series of arguments / persuasive points.*
- *Usually includes the point and then elaboration.*

How should a persuasive text be structured?

3. Facts or Examples

What are some facts or examples you could state to support this reason and validate this argument?

How should a persuasive text be structured?

4. Conclusion

A piece of persuasive writing usually ends by summarizing the most important details of the argument and stating once again what the reader is to believe or do.

What are the language features of a persuasive text?

- Use **simple present tense**
- Use **first, second, or third person**
- **e.g. I strongly believe that**
- **e.g. You won't believe the behaviour of this person**
- **e.g. It is a truly amazing charity**

What are the language features of a persuasive text?

- Use **connectives** indicating:
 - **Addition:** also; furthermore; moreover
 - **Opposition:** however; nevertheless; on the other hand
 - **Reinforcement:** besides; anyway; after all
 - **Explanation:** for example; in other words; that is not to say
 - **Result:** therefore; consequently; as a result

What are some more features of a persuasive writing?

- **Logos**
Facts, numbers and information can be very convincing
- **Pathos**
Getting people to feel happy, sad or angry, can help with your argument
- **Ethos**
If people believe and trust in you, you're more likely to persuade them
- **Kairos**
Try and convince your audience that this issue is so important, they must act now!

What are some more features of a persuasive writing?

- **Big Names**

Important people or experts can make your argument appear more convincing

- **Rhetorical questions**

Using questions that don't need an answer to get the audience to think

e.g. How much longer do animals have to suffer?

- **Research**

Using reliable research, can make your argument more convincing

Persuasive writing tips

- **Anticipating audience reaction and adapting to it**
 - By considering the opposite point of view, writers can then draft arguments for that position.
 - They can then compare their position with that of their potential audience, looking for areas of overlap.
 - They then revise their arguments, with the audience's point of view and areas of commonality in mind.
 - Examining the opposing view allows students to better decide how to counter their opponent logically, perhaps finding common ground from which their arguments might grow.