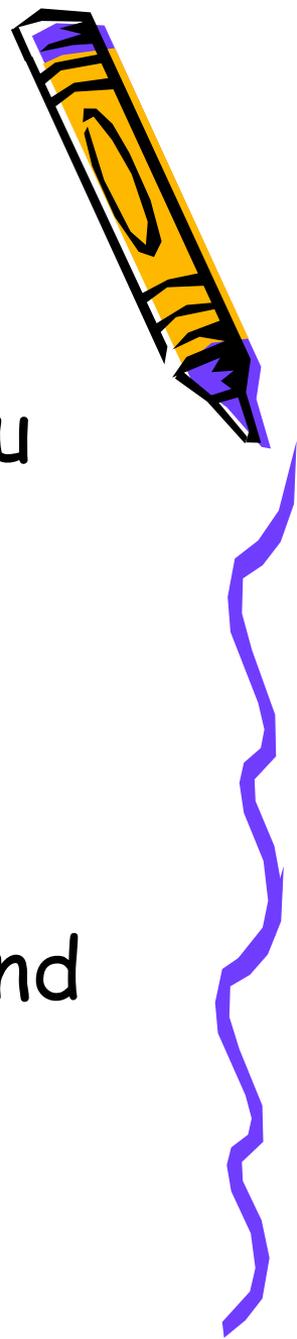# Writing to Persuade

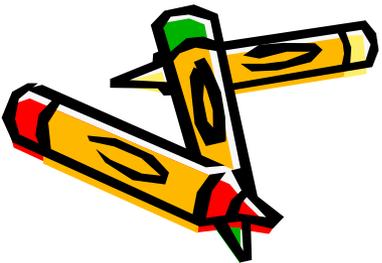## Aim: to use persuasive language for a writing aspeech.

What is the **purpose** of persuasive texts?

- To try to get people to do want you want them to do!

- Typical persuasive texts include:

  advertisements, charity leaflets and travel brochures, speeches

Persuasive Language:

- **Rule of 3**: repeat something three times to make the reader pay attention- It's an exciting, thrilling roller coaster of a trip!

- **Emotive language/ exaggeration**: powerful words that stir emotion in the reader- helpless, heartless, barbaric etc…

- **Rhetorical questions**: questions that do not need an answer but make the reader think. Could you let these poor dogs starve to death?

- **Statistics:** providing evidence to prove to the reader that what you are saying is true! 99% of customers agree that…

- **Personal pronouns**: using 'you' and 'we' to get the reader involved.

- **Imagery:** creating a picture in the reader's head.

- **Alliteration:**
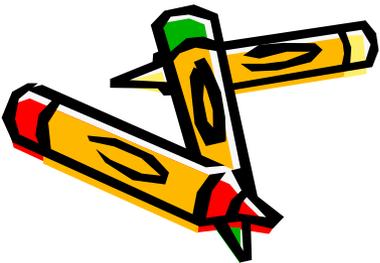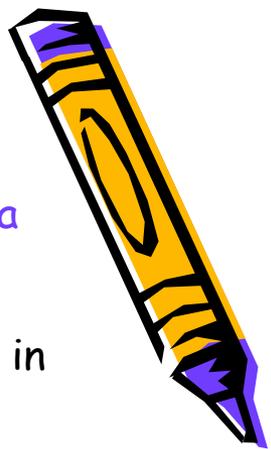
A handy way to remember the features!

Check out the video at this web address

https://www.bbc.co.uk/bitesize/topics/zv7fqp3/articles/zr8cmfr
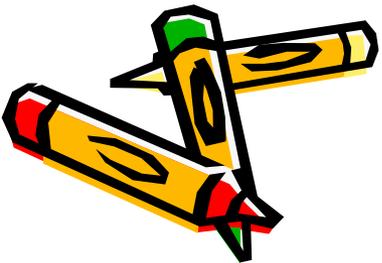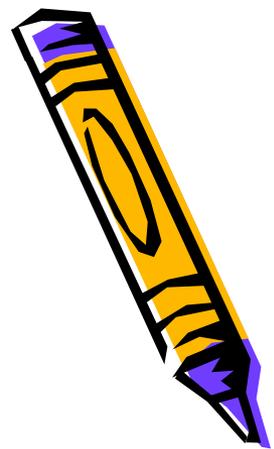
Causal conjunctions are useful when trying to persuade. They help us explain and evidence our points. Some examples of these are:

- As a result
- Because
- Consequently
- Due to the fact
- For this reason
- Therefore
- Since
- Even though
- Accordingly
- Yet
- So
- Now that