Writing to Persuade

Audience	Purpose	Examples	Typical Structure	Typical Language Features
Someone you are trying to	Used to argue the case for	G Factor presentations!	May used bold and varied	Use of emotive language to
influence.	a point of view and to		font styles and illustrations	gain attention from reader.
	convince the reader to take	Holiday adverts	to gain attention.	
	action or believe.			Use of special effects to
		Biased newspaper articles	Opening statement may put	reinforce points like
			forward argument or	humour, questions to
		Persuasive speeches	viewpoint and then each	reader, alliteration,
			paragraph is used to	repetition and shock
		Essays which contain an	develop the argument with	tactics.
		argument.	reasons and evidence.	
				Emphasis
			Should contain facts and	Above all, especially, in
			figures which are specific	particular, indeed, in fact,
			in order to back up	significantly, more
			argument,	importantly, notable,
				obviously, ad a result,
				undoubtedly
				Opinion
				It would seem, it appears,
				it seems likely, in the eyes
				of, some people say/believe,
				in my opinion
				Illustration
				For example, for instance,
				such as, in other words, as
				shown by, to show that,
				unless