

Writing to Persuade

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