Persuasion

Persuasive writing is for arguing a case, or point of view, and is intended for anyone who may be interested in the subject but may hold a different point of view.
Persuasive writing could be used in...

- a book ‘blurb’
- an advertisement
- a newspaper or magazine article

Can you think of any others?
The key points are...

- Writing in the present tense
- Detailed descriptions
- Using a consistent voice throughout
- Using varied sentence structure
- Using connecting words/ phrases to start paragraphs
- Using emotive language
- Explain, and give reasons for, your point of view
- Topic words