

Persuasive Writing

P

PERSONAL PRONOUNS (WE, YOU, US, THEY). **EFFECT:** STRENGTHEN, BEFRIEND, UNITE & SEPARATE.

"You can make a difference."

in

A

ALLITERATION (WORDS BEGINNING WITH THE SAME SOUND) **EFFECT:** EMPHASISES/FOCUSES ATTENTION ON POINT

"A rreally rich and rewarding opportunity"

ANECDOTE A SHORT PERSONAL STORY/MEMORY **EFFECT:** ADDS AUTHENTICITY/RELATABILITY. CAN BE EVOCATIVE

"I'll always remember year 7, because that was the year I was horrendously bullied. I know what it feels like to..."

F

FACTS (SOMETHING WE KNOW OR HAVE PROVEN TO BE TRUE) **EFFECT:** ADDS PLAUSIBILITY TO AN ARGUMENT

"We know/it has been proven/research has shown that... English is the best subject."

O

OPINION (ADVICE/PERSONAL VIEW) **EFFECT:** ADDS PERSONAL/RELATABLE EVIDENCE/INVESTMENT

"I strongly believe that we need to..."

R

RHETORICAL QUESTIONS (QUESTION ASKED FOR EFFECT). **EFFECT:** ENGAGE, PROVOKES THOUGHT

"How many more elephants have to die before we start enforcing harsher punishments on the ivory trade?"

REPETITION / REITERATION (REPEATING INFORMATION) **EFFECT:** EMPHASIS & CLARITY

"It is everybody's responsibility to keep our school clean, and everybody can do more."

"Research has found that 65% of girls..." "If 65% of girls are more likely too..."

E

EMOTIVE LANGUAGE (ENGAGES AUDIENCES/READER'S EMOTIONS) **EFFECT:** HELPS CREATE SUPPORT/OPPOSITION

"An innocent bystander was brutally attacked by a violent thug by Tesco's last Tuesday."

EXAGGERATION/HYPERBOLE (STATEMENTS/CLAIMS NOT TO BE TAKEN SERIOUSLY) **EFFECT:** DRAMATIC, HEIGHTENS EMOTIONS, MORE INTENSE

"I died from laughing when I learnt that..." "This week I had six tonnes of homework to do – it's too much!"

S

STATISTICS (PERCENTAGES, FRACTIONS) **EFFECT:** ADDS PLAUSIBILITY AND GARNERS SUPPORT FOR ARGUMENT.

"74% of people agree..."

T

THREE (RULE OF) (LISTING IN GROUPS OF THREE) **EFFECT:** MEMORABLE, CONCISE, EMPHASIS

"Fast, convenient and secure".

TONE (THE ATTITUDE OF A PIECE OF WRITING) **EFFECT:** DRAWS IN THE AUDIENCE

Sincere, ironic, sarcastic, sentimental, enthusiastic, apathetic, bossy, instructive, assertive, outraged...