



# Persuasive Texts

## Purpose

To argue a case from a particular point of view and to encourage the reader/listener towards the same way of seeing things.

## **Common examples of the text type**

Publicity materials such as tourist brochures based on trips to places of interest

Editorials to newspapers about controversial issues

Letters about topics such as traffic on the high street or deforestations

Posters and leaflets about issues such as bullying, stranger danger or substance abuse

Posters, articles and leaflets promoting healthy living based on science work about teeth and nutrition

Book reviews for other pupils

Book blurbs

Political pamphlets

Applications for a job or a position on the school council

## **Generic Text Structure**

- An opening statement (thesis) that sums up the viewpoint being presented. (Greentrees Hotel is the best in the world. School uniform is a good idea).
- Strategically organised information presents and then elaborates on the desired viewpoint. (Vote for me because I am very experienced. I have been a school councillor three times and I have ...)

## **Planning and preparation**

- Decide on the viewpoint you want to present and carefully select the information that supports it.
- Organise the main points to be made in the best order and decide which persuasive information you will add to support each.

<ul style="list-style-type: none"> <li>• A closing statement repeats and reinforces the original thesis. (All the evidence shows that ... It' s quite clear that ... Having seen all that we offer you, there can be no doubt that we are the best.)</li> </ul>	<ul style="list-style-type: none"> <li>• Plan some elaboration/explanation, evidence and example(s) for each key point but avoid ending up with text that sounds like a list.</li> <li>• Think about counter arguments your reader might come up with and include evidence to make them seem incorrect or irrelevant.</li> <li>• Try to appear reasonable and use facts rather than emotive comments.</li> <li>• Choose strong, positive words and phrases and avoid sounding negative.</li> <li>• Use short sentences for emphasis.</li> <li>• Re-read the text as if you have no opinion and decide if you would be persuaded.</li> <li>• Remember that you can use persuasive writing within other text types.</li> </ul>
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Progression in skills	
Nursery	n/a
Reception	n/a
Y1	n/a

Y2	<ul style="list-style-type: none"> <li>• Written in <b>present tense</b>.</li> <li>• <b>Rhetorical questions</b> e.g. Do you want to be the most relaxed person in town? Do you want to be the coolest kid in your class?</li> <li>• Effective use of <b>noun phrases</b> to create persuasive devices e.g. delicious chocolate</li> </ul>
Y3	<ul style="list-style-type: none"> <li>• <b>Express time, place and cause using conjunctions</b> (e.g. so, because), <b>adverbs</b> and <b>prepositions</b></li> <li>• Use <b>present perfect</b> form of verbs e.g. people have said that this is the most amazing product because...</li> </ul>
Y4	<ul style="list-style-type: none"> <li>• Create <b>cohesion</b> through the use of <b>nouns and pronouns</b> e.g. Vegetables are good for you. They contain vitamins and minerals. In fact these foods are incredible!!</li> <li>• Use <b>adverbials</b> e.g. therefore, however...</li> <li>• Use <b>paragraphs</b> to organise ideas into logical sections</li> <li>• Effective use of <b>expanded noun phrases</b></li> </ul>
Y5	<ul style="list-style-type: none"> <li>• <b>Modals</b> can be used to <b>suggest degrees of possibility</b> e.g. This could be... You should... You might want to...</li> <li>• Create <b>cohesion within paragraphs</b> using adverbials. Repetition can be used to achieve this.</li> </ul>
Y6	<ul style="list-style-type: none"> <li>• <b>Make formal and informal vocabulary choices</b> by moving from generic statements to specific examples when key points are being presented e.g. the hotel is comfortable.</li> </ul>

The beds are soft; the chairs are specially made to support your back and all rooms have thick carpet.

- Adapt **degrees of formality and informality** to suit the form of the text (see vocab choices). The second person is also useful for appealing to the reader in a more informal piece of writing e.g. this is just what you' ve been looking for.
- **The passive voice** can be used in some formal persuasive texts e.g. It can be said... It cannot be overstated....
- Use conditional forms such as the **subjunctive form** to hypothesise e.g. If people were to stop hunting whales...
- Create **cohesion across paragraphs** using a wider range of cohesive devices which can include adverbials, conjunctions and prepositions e.g. This proves that....So it' s clear...Therefore...