



# WRITING TO PERSUADE

## ➤ Learning outcomes:

- To know how to structure a persuasive text
- To know what makes a persuasive text effective
- To be able to use effective persuasive techniques
- To be aware of audience and purpose when preparing a persuasive text, whether in oral or written format

## ➤ Assessment criteria:

- Can identify the main purpose of the text and the audience
- Can develop a persuasive text using appropriate tone and level of formality and effective techniques

➤ **Task 1:** Whole class, what is the **main purpose** of *persuasive writing*?

➤ **Task 2:** In pairs, discuss where you can find texts with a **persuasive purpose**.

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➤ **Task 3:** All persuasive writing has a **purpose** and addresses a particular **audience**. This involves the use of various techniques.

In groups of four people, read this text and **analyse what techniques** are used to try to convince the reader.

To do this you need to be aware of the language techniques used to create effects.

Some key techniques are shown here:



*When he was rescued, Bentley was a skeletal dog, who cowered every time any men approached him. He hated being in the dark, probably because he had been kept in a cold, dark shed, and he ate his food quickly whenever it was provided. He was petrified of drinking water from his dish, preferring instead to like the dampness off the floor, because*

*attempts had been made to drown him.*

*This text gives you the facts about a case of animal cruelty that has been investigated by a charity.*

➤ What is the **main purpose**?

.....  
 .....

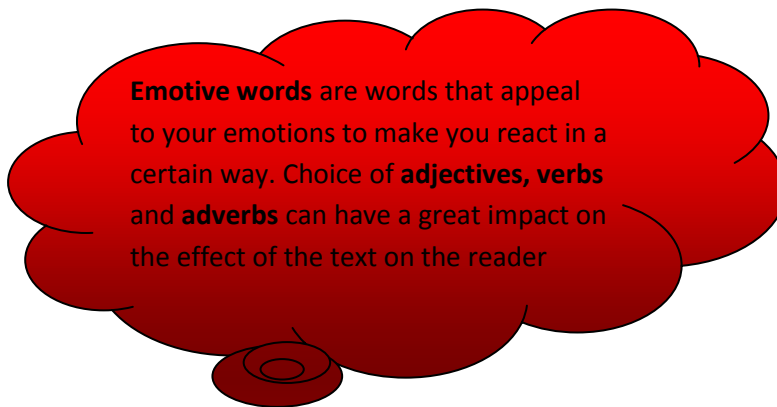
➤ Compare the ideas discussed in your group about the techniques used in this persuasive text with another group.

The main objective of **persuasive writing** is to persuade the reader to do something, believe in something, or think something.

We encounter persuasive writing every day in our lives and it can come in all kinds of forms.

For example:

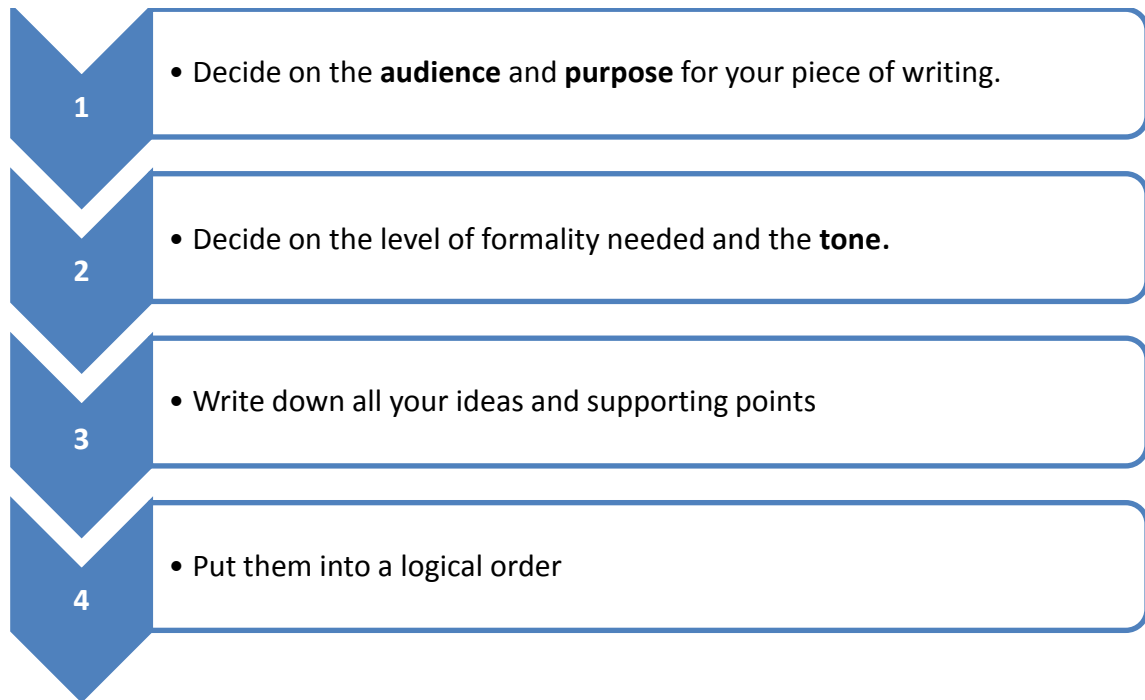
- **Advertisements** try to persuade us to buy the products they are advertising
- **Charity appeals** try to persuade us to donate money to their causes
- **Public service information** tries to persuade us to believe in certain ideas, such as eating healthily
- **Party political information** tries to persuade us to vote for a particular political party



➤ **Final task:** Choose one of the two options:

- Write a formal letter** to the leader of your local council to persuade him/her of the need to improve recreational opportunities for young people in your area.
- Give an informal speech** to your class to persuade them to join you in organizing a fund-raising activity for a charity. Write the speech you would make.

## Planning



## Structure

**The opening** - make it capture the reader's attention

**The main body** - develop ideas clearly and use a **range of techniques**

**The ending** – sum up what you have said in a persuasive way.

## PEER ASSESSMENT OF PERSUASIVE WRITING

1. Hasn't been achieved
2. Has been achieved partially
3. Well achieved

	1	2	3
<b>Awareness of audience and purpose</b>			
<b>Use of appropriate tone and formality</b>			
<b>Effective use of persuasive techniques</b>			
<b>Clear structure</b>			
<b>Technical accuracy</b>			

**PROGRESS CHECK**

1. Why is repetition used in persuasive writing?
  
  
  
  
  
  
  
  
  
  
2. What effect can be created through the use of informal language?
  
  
  
  
  
  
  
  
  
  
3. Fill in the missing words.  
*“All persuasive writing addresses an..... In order to achieve its.....”*
  
  
  
  
  
  
  
  
  
  
4. What is emotive language?
  
  
  
  
  
  
  
  
  
  
5. What should the opening of your writing aim to do?

**PLENARY**

1. After today's lesson do you feel you are more ready to persuade somebody with your speech or letter? Why? Why not?



# Poster competition

**Task:** In groups you are going to prepare a poster to promote the forthcoming “Spooky disco” at school on Halloween’s day.

**The winning poster will be displayed on the school notice board**

Remember, a good poster:

- ✓ Puts information across in a clear way
- ✓ Is eye catching and may have writing that will attract the reader’s attention
- ✓ Makes the event sound exciting so that people will be persuaded to go

There are a number of categories to judge which poster is the best, then you have to think of an overall winner.

**Judge a poster competition**

	Poster 1	Poster 2	Poster 3	Poster 4	Poster 5
Does the poster make the event sound exciting?					
Is the layout of the poster appealing: colour, pictures, font, etc?					
Are there tricks to catch the reader’s attention?					
Is the information clear?					

Which poster is the overall winner and why?

