

Persuasive Writing Techniques

Rhetorical questions	Using questions that don't need an answer to get the audience to think. Some question starters... How could you (we) possibly..., Do you really think..., Do you want to be part of..., Could your conscience cope with..., Is it really worth...
Repetition	Repeating words or phrases so that they stick in your audience's mind.
Emotive Language	Using words that make people feel sad, angry, upset, sympathetic or guilty.
Exaggeration	When information is given that is over the top and may make things sound better or worse than they actually are.
Facts and Statistics	When truthful evidence and detail is given to back up a point.
Groups of Three	When 3 adjectives or phrases are used to emphasise a point.
Personal Pronouns	Using words like 'we', 'you', 'our' and 'us' to make your audience think you are talking only to them.
Alliteration	Repeating the consonant sounds at the beginning of words to make them stand out. For example, 'a culture caused by consumers'

Structure of Persuasive Text

1. Open with a statement of the issue being addressed
2. State your position on the issue
3. Main body of text contains arguments that are elaborated with reasons and evidence
4. Structure the text by using phrases and words like; some believe that..., it is certain that..., I am sure that..., surely..., firstly, secondly, finally
5. To link ideas within the text use words such as; consequently, therefore, so, moreover, because,
6. End with a summary