

# Persuasive writing

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NON-FICTION

# LO: Features of **persuasive** writing

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This week, we're looking at persuasive writing.

We are going to read some **persuasive** texts and discuss their **features**.

There are many different type of persuasive texts: speeches, adverts, slogans, letters, reports, newspaper articles and more.

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Persuasive texts use:

- **Present tense verbs**  
(except in historical arguments)
- **Persuasive devices**  
(repeated words/phrases, alliteration, a strong argument)
- **The language of argument**  
(because, consequently, this results in..., the reason for \_\_\_\_\_ is because \_\_\_\_\_)
- **Structural 'signposts'**



There are **three major arguments...**  
**First** and foremost...  
The **second** important point is...  
**Finally...**      **To sum up...**

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- **Emotive language**  
(adjectives that make the reader feel emotion)
- **Deliberate ambiguity** (vague)  
(probably the best, perhaps, maybe)
- A '**dare you disagree?**' attitude  
(Surely, Obviously, Everyone knows that)
- **Rhetorical questions**  
(“Are we expected to...?” “How will...?”)
- **Opinions presented factually**  
(“The fact is...”, “The real truth is...”)

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Take a look at the adverts and slogans on the following slides.

Your task is to answer the questions on the following slide.

Think about what features (language and images) persuade you that the products they are selling are worth buying.

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1. What is the main message of each text? Who do you think is the intended audience and why?

2. What examples of **alliteration** can you find? What effect does this have on the reader?

3. What examples of **emotive** language can you find? What effect does this have on the reader?

4. What use of **imagery** can you find (creating pictures or sensations through words)? Which example is most effective and why?

8. Which text is the most effective for you? How has the writer achieved this?

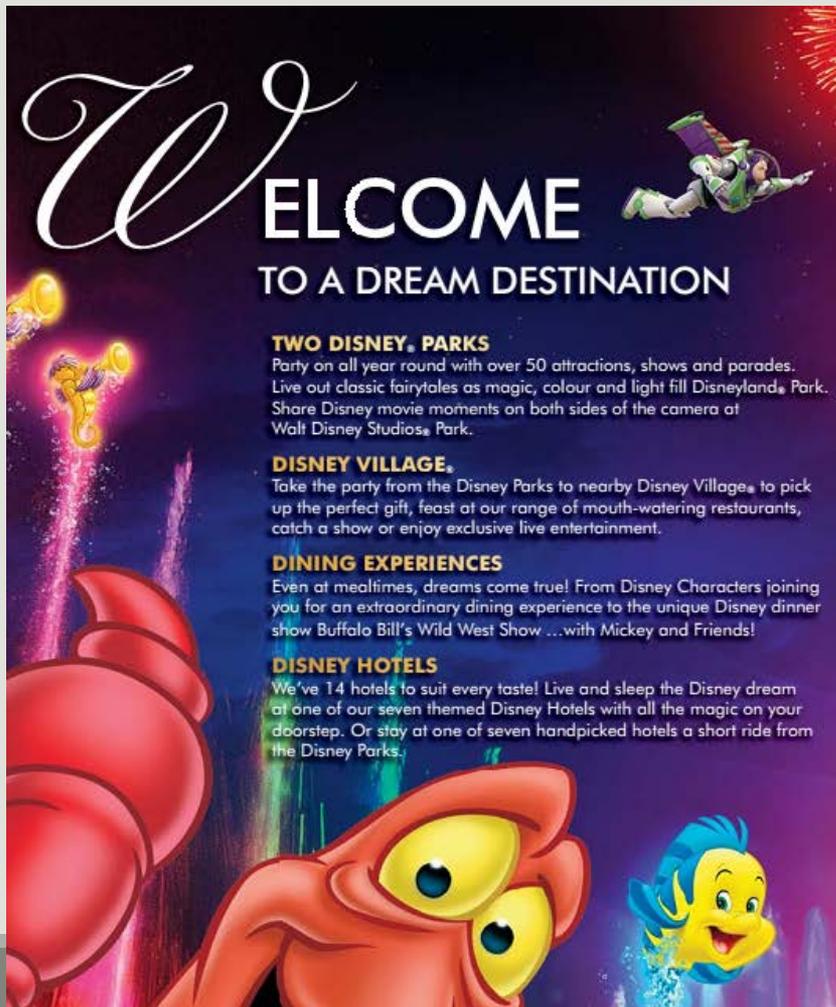
7. How is persuasive writing different from a report? Use an example to explain why?

6. What **language features** of persuasive writing can you spot? Do some documents use them better than others?

5. What types of persuasive writing can you find? Which ones are not included?



# LO: Features of persuasive writing

A colorful brochure for Disney Parks. The background is a dark purple and blue night sky with fireworks. At the top left, the word 'WELCOME' is written in a large, white, cursive font. To its right, a character in a green and purple outfit is flying. Below 'WELCOME' is the text 'TO A DREAM DESTINATION'. The brochure lists four categories: 'TWO DISNEY PARKS', 'DISNEY VILLAGE', 'DINING EXPERIENCES', and 'DISNEY HOTELS', each with a short paragraph of text. At the bottom, there are illustrations of a red crab-like character and a yellow fish character.

**WELCOME**  
TO A DREAM DESTINATION

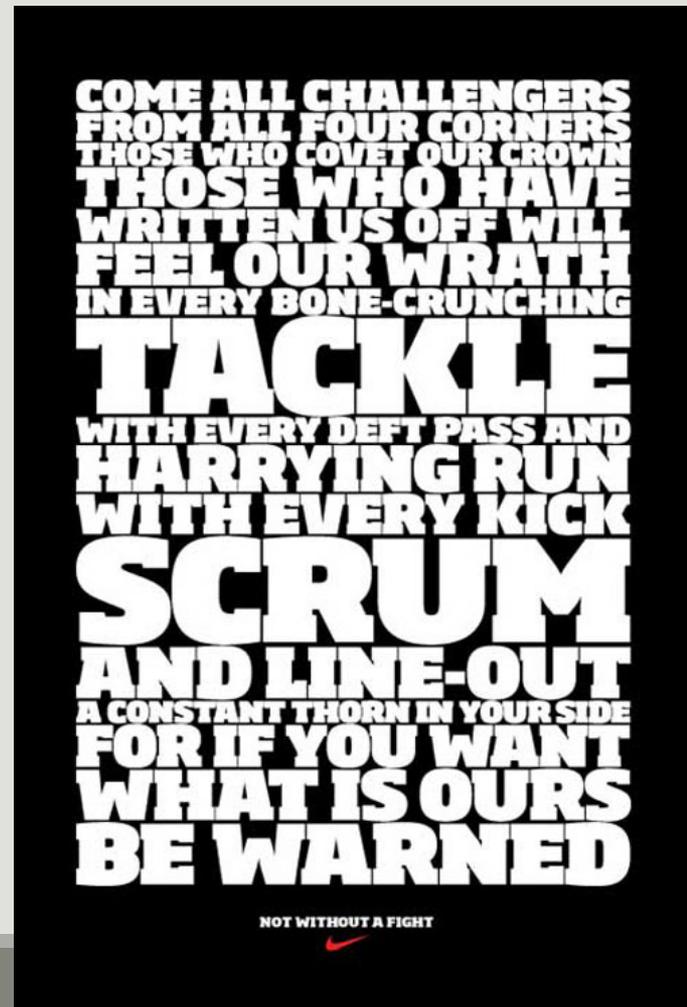
**TWO DISNEY PARKS**  
Party on all year round with over 50 attractions, shows and parades. Live out classic fairytales as magic, colour and light fill Disneyland® Park. Share Disney movie moments on both sides of the camera at Walt Disney Studios® Park.

**DISNEY VILLAGE.**  
Take the party from the Disney Parks to nearby Disney Village.® to pick up the perfect gift, feast at our range of mouth-watering restaurants, catch a show or enjoy exclusive live entertainment.

**DINING EXPERIENCES**  
Even at mealtimes, dreams come true! From Disney Characters joining you for an extraordinary dining experience to the unique Disney dinner show Buffalo Bill's Wild West Show ...with Mickey and Friends!

**DISNEY HOTELS**  
We've 14 hotels to suit every taste! Live and sleep the Disney dream at one of our seven themed Disney Hotels with all the magic on your doorstep. Or stay at one of seven handpicked hotels a short ride from the Disney Parks.

Holiday brochure

A black and white advertisement for Nike sportswear. The text is in a bold, white, sans-serif font, arranged in a blocky, stacked layout. The text reads: 'COME ALL CHALLENGERS FROM ALL FOUR CORNERS THOSE WHO COVET OUR CROWN THOSE WHO HAVE WRITTEN US OFF WILL FEEL OUR WRATH IN EVERY BONE-CRUNCHING TACKLE WITH EVERY DEFT PASS AND HARRYING RUN WITH EVERY KICK SCRUM AND LINE-OUT A CONSTANT THORN IN YOUR SIDE FOR IF YOU WANT WHAT IS OURS BE WARNED'. At the bottom, it says 'NOT WITHOUT A FIGHT' with the Nike swoosh logo below it.

**COME ALL CHALLENGERS  
FROM ALL FOUR CORNERS  
THOSE WHO COVET OUR CROWN  
THOSE WHO HAVE  
WRITTEN US OFF WILL  
FEEL OUR WRATH  
IN EVERY BONE-CRUNCHING  
TACKLE  
WITH EVERY DEFT PASS AND  
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**NOT WITHOUT A FIGHT**

Sportswear advert

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Advertising slogans