

Persuasive writing

We are going to learn about how to
write a persuasive letter

Persuasive writing

What is persuasive writing?

Watch the following video for an explanation.

<https://www.youtube.com/watch?v=hD9arWXIddM>

(If the link doesn't work, copy and paste it into your internet browser)

Persuasive writing

We use persuasive writing to convince our readers to:

- Agree with us about something
- Do something we want
- Change their opinion.

Persuasive writing

You might see persuasive writing around you every day, for example:

- TV commercials
- Adverts in magazines
- Adverts on buses

See the following example. What grabs your attention? Think about the language used.

Investigate Incredible

Italy

Where the sun always shines!

What are you waiting for?
Book your dream holiday today!

Enjoy the taste of
authentic home-cooked
Italian food.



Are you brave
enough to climb
Mount Vesuvius?



Relax by strolling
along our beautiful
golden beaches.



Explore the culture
and heritage of our
fascinating country.



Persuasive writing

The previous advert used language techniques such as **strong adjectives**, **alliteration** and **exaggeration** to grab the reader's attention and persuade them that Italy was the place for their next holiday!

What other techniques could be used to persuade a reader?

1. Groups of three

When three adjectives or phrases are used together to make them stand out.

e.g. Italy is a sunny, warm and beautiful place.

2. Repetition

Words or phrases are repeated so that they stick in the reader's mind.

e.g. Remember your last holiday in the Mediterranean; remember the feeling of the warm sunshine on your face.

3. Emotive Language

When words are used to make the reader feel a certain emotion, like sadness or anger.

e.g. Don't be forced to spend another holiday in the miserable rain. Choose happiness, choose a holiday in the sun!

4. Exaggeration

When information is given that is over the top, or slightly untrue.

e.g. Come to Italy where the sun always shines!

5. Rhetorical questions

Using questions that don't need an answer to get the audience to think.

*e.g. Are you brave enough to climb
Mount Vesuvius?*

6. Superlatives

Words that show that something is the best or the most

*e.g. best, coolest, fastest, most wonderful,
best, most amazing, loveliest, freshest*

Persuasive writing

Look at the following text. It is a letter this time, but contains many of the same features.

Can you identify any persuasive features and underline them?

Dear Sir

I am writing to seek help in ridding my locality of the worst pest ever known! The terrible Troll that lives under the bridge near my home is causing my family great distress.

Firstly, every time my sensitive wife trip-trots over the bridge, he leaps out and makes her jump out of her skin. He then rolls about laughing until green, slimy tears roll down his cheeks and he tumbles back into his den. Is this the behaviour of a reasonable citizen? With more incidents like these, my wife's heart will miss a beat and she will require expensive veterinary care.

In addition, when my vulnerable young kid skips down to the stream's edge for a refreshing sip of water, the hideous, hairy, vile creature threatens to eat him. This is traumatising my son, causing him to have horrific nightmares. He is so nervous about approaching the river bank that there is a real possibility he will become dehydrated.

Furthermore, this malevolent monster's appalling behaviour is bringing down the value of land in this locality. Soon all the well-behaved, polite goats, who pay all their council tax on time, will be compelled to find fresh pastures. Surely you don't want this part of the countryside to be seen as a no-go area for respectable families.

I trust that you and your team of exterminators will be quick in acting to rid our beautiful valley of the terrible Troll who takes such pleasure in tormenting my peace-loving family.

Yours faithfully

B.B.G.Gruff

Your task

Rewrite and improve the letter on the following page. You need to make the letter more persuasive to ensure that our head teacher doesn't decide to give us homework every night!

Try to use as many persuasive language features as possible.

At the end of this PowerPoint, there are some examples of how you might use the persuasive techniques in your letter.

Dear Mrs Featherstone-Wright,

I am writing to persuade you to think about not giving us homework every night. We think it would be rubbish if we had to do homework every night. We already do it once a week.

We think you are unfair and you are not thinking about our gaming needs. When are we going to get time to lay about watching T.V and play our games? We spend almost 6 hours listening to our teachers every day and we need time away from work!

Do not give us homework every night – in fact give us no homework, yeah!

From anonymous

Examples of the techniques you could use in your letter:

- 1. Homework is boring, dull and uninteresting.*
- 2. Remember what it was like to be at school; remember how much work you had.*
- 3. We are the poor, helpless children who are forced to do hours and hours of homework every night.*
- 4. If I get one more piece of homework, I am going to move to the moon!*
- 5. Could you live with yourself if you missed out on this opportunity?**