

Persuasive Writing *SIDE 1*



There are many different forms of persuasive writing but they are all trying to convince us to think or act in a particular way. Advertisements might try to persuade us to buy the latest magazine; leaflets and posters might try to persuade us to clean our teeth or recycle our rubbish.

Ideas to make your reader want to read on...

★ Start by thinking about your subject and your readers:

- What is your point of view? Make a list of the reasons why you think this.
- Why should people agree with you? Think about the evidence that backs up your reasons so that the argument is more convincing.
- Who are you trying to persuade? Choose the arguments and evidence that will appeal to them.

★ Select and organise your information:

- Choose the best evidence to support your argument.
- Each reason, plus evidence, can become a paragraph in your writing.
- Decide on the best order for your paragraphs – will you start with your strongest argument or save it for the end?

★ Use these techniques:

- Choose connecting words or phrases that link your paragraphs together smoothly.
- Use facts rather than just persuasive comments.
- Imagine what someone with the opposite point of view might say, and explain why you disagree.
- You could use questions to draw your reader in.
- You could make your reader think that everyone else thinks this way, e.g. persuasive comments such as “Everyone agrees that...”, “We all know that...”
- You could exaggerate!



Now read
**Geraldine
McCaughrean's**
introductory
lines.

Persuasive Writing *SIDE 2*



Now it's your turn

Geraldine McCaughrean has started this piece of persuasive writing. You are going to continue it:

The Best Place in the World to Go

You may have been there for a day or a week, you may go there all the time or have lived there all your life, but isn't there one place in this world that makes you want to drag friends there, yelling, "You've got to see this! You've got to go there!"?

Maybe you favour a tranquil paradise or somewhere that buzzes with frantic excitements.

Perhaps it is the people who make it special – or the views, the wildlife or the strangeness.

Whether you see places on television programmes, read about them in books or stay put because you have already found the ideal spot, just wait 'til I tell you about my favourite place. You will have your bags packed before you've finished reading this...

What is your favourite place in the whole world?

Make a list of reasons why it is so special.

Picture your favourite place. Remember the sights, sounds, smells or tastes. Remember how you feel when you are there.

Imagine what other people who disagree with you might say. Think of places they might prefer. How will you convince them that your place is the best?

★ 1. Before you write...

- Read through the opening paragraphs and use the questions to help you with your ideas. Choose the place that you are going to persuade people is the best in the world. Decide who you are trying to convince – other children or adults?
- Make a quick plan. For example:
 - Your first paragraph continuing from Geraldine's opening lines introducing your favourite place.
 - Reasons why it is so special with evidence to back each one up. These can be arranged into paragraphs.
 - Conclusion: one paragraph saying why people should go to your chosen place.
- Choose the best order for your reasons.

★ 2. As you write...

- Use good evidence to back up each of your reasons.
- Use persuasive techniques to convince your reader, e.g. select powerful adjectives and emphasise all the good points.
- Use connectives to link ideas within sentences, e.g. if... then..., and to link paragraphs, e.g. therefore, in addition, this shows.
- Re-read each paragraph as you finish it, to check it makes sense and has the correct punctuation.

★ 3. When you've finished...

- Read your whole piece. Have you continued from the starting piece, and made your argument clear? Is your ending clear and forceful?
- You might want your concluding paragraph to mention the most important points about why people should visit your favourite place.
- Check that your final piece is no longer than 750 words, not including Geraldine's start.
- Check your spelling and produce a final version.