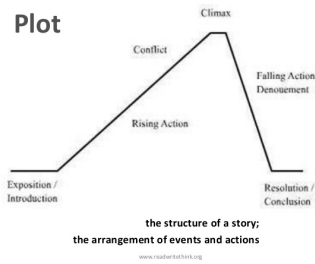


- The purpose of persuasive writing is to persuade someone to think or do something they wouldn't normally think or do .
- The audience are very dependent on the topic anyone who needs persuading by the author.
- Remember a persuasive text must grab the readers attention, be credible, be convincing, give reasons and most importantly be clear!
- Some types of persuasive writing are advertising, holiday brochure, letter to the editor, blurb, poster/flyer, news article, political pamphlet and protest songs.
- There are different structures of formal texts! Here they are. Introduction, a series of points that are explained further.
- There is also word play and imagery. These are Alliteration, repetition, onomatopoeia, simile, metaphor, hyperbole, contrasting pairs and lists (try to use three if you can.)



## Types of Persuasive Writing

Lots of different types of writing and media try to persuade us. Here are some examples:

|                                |                                   |                        |
|--------------------------------|-----------------------------------|------------------------|
| Letters in a newspaper         | Fliers posted through a letterbox | Shopping catalogues    |
| TV, radio and Internet adverts | Holiday brochures                 | Billboards and posters |
| Book blurbs                    | Articles in a magazine            | Movie trailers         |

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# Persuasive Writing

We use persuasive writing to share our point of view with others.

We want the reader to agree with us!

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