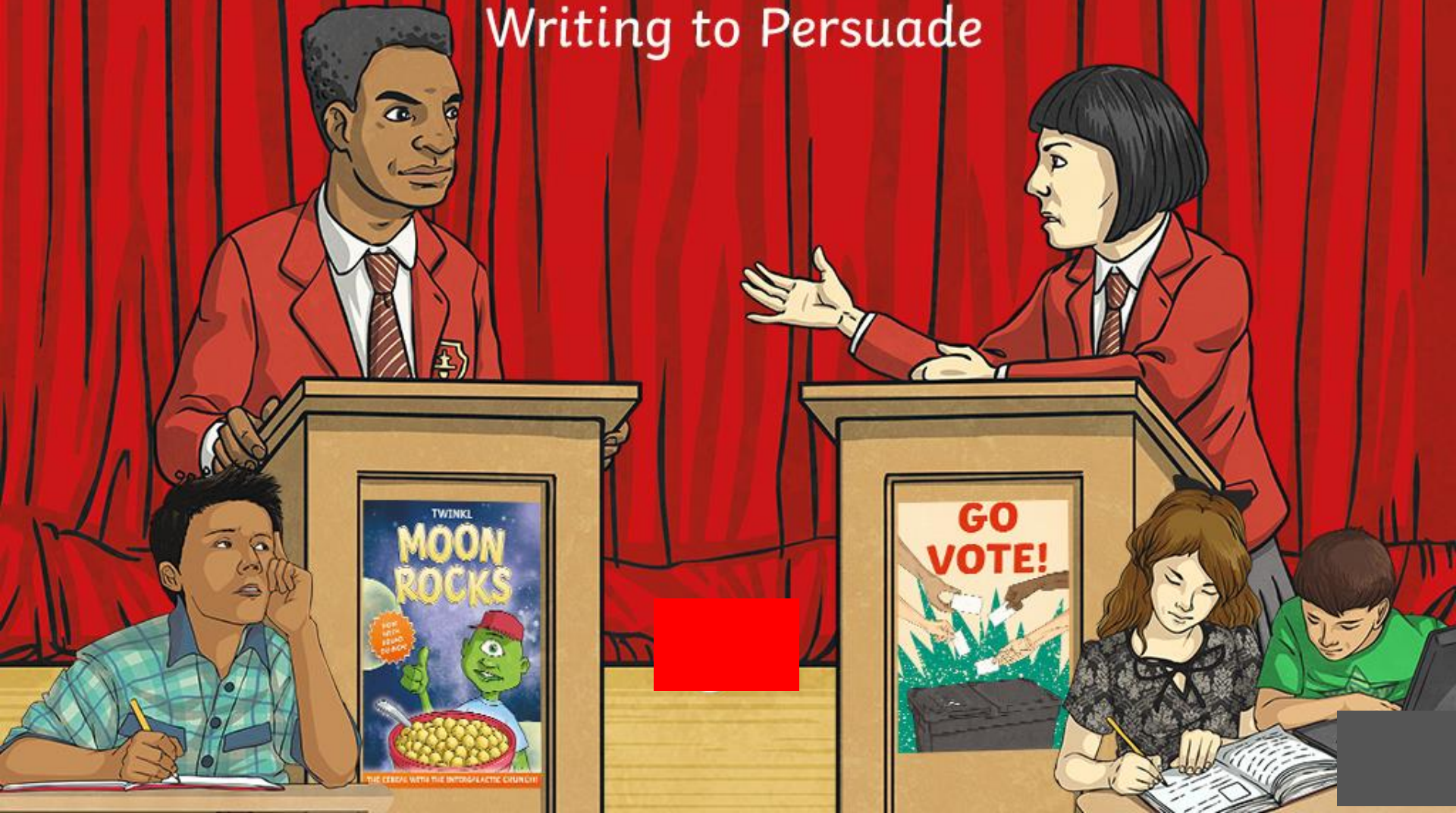


# Purposes for Writing

Writing to Persuade




# Writing to Persuade

Writing to persuade means that you want to convince your reader that what you're saying is true. You'll need to do this by thinking carefully about the language you use and the information that you provide.

There are different ways of writing to persuade, such as:

- adverts or posters;
- a persuasive talk or speech;
- a campaign.



Can you think of a time when you've had to persuade someone? Think about what you said and the words that you used.



# Features of Writing to Persuade

## Imperative Verbs

The most important part of writing to persuade is being able to convince your reader of something. To do this effectively, you'll need to use a range of different features.

Imperative verbs tell the reader what to do. They help to get your message across really clearly.

**Buy** this floating fence post today!  
**Improve** the places that you love.

## Considered Repetition

To make sure that you really get your point across, you'll want to repeat important facts or the name of the product.  
Be careful not to make your writing sound too repetitive.

## Adverbials

Use adverbials to engage with your reader.

**Surely**, you can agree...  
**Unbelievably**, this product is on sale at the incredibly low price of...

## Rhetorical Questions

Rhetorical questions are questions which don't need an answer. They can help your reader to feel like you are talking specifically to them.

**Are you fed up with...?**

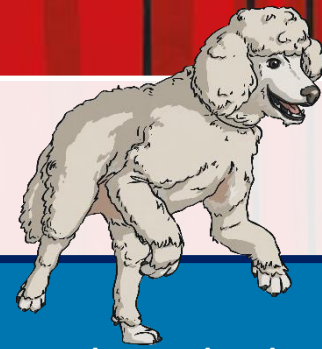
# Can You Spot These Features?

Have a look at these different types of persuasive writing. Can you spot the features?

- **imperative verbs**
- **considered repetition**
- **adverbials**
- **rhetorical questions**



# Advert



## Man's Best Friend's Best Friend

Confused by the title? Unsure as to why man's best friend needs their own best friend? Let me, Diggles Digby of 4 Parkview Terrace, explain. For centuries, we have stood faithfully by the side of humans. We have provided unrivalled companionship, vital support and have survived the multitude of 'cute' cat videos which endlessly plague our master's devices. Of course, my canine compatriots, we do this because we enjoy it. However, there are still days when the words, "Should we get a cat?" ring bitter in the ears of even the strongest of dogs. That's why I am introducing you to Man's Best Friend's Best Friend: the perfect friend for the perfect friend. Made with an extra-chewable rubber interior and an exterior which guarantees a minimum moult of 60% onto your owner's freshly-cleaned carpets, the MBFBF is the product you deserve. What's more, the ergonomic design is guaranteed to fit all jaws from chihuahua to mastiff. So, what are you waiting for? Beg your master for the treat you deserve and ensure that they bring home an MBFBF today.

Which features did you manage to spot?



# Persuasive Speech



**Following the disastrous cave-in of their home, the leader of colony 34A addresses the affected ants:**

Fellow ants of colony 34A,

I stand before you as your appointed leader to remind you that we have prepared for this moment. While many of you have lost homes and supply routes, it is important to remember that we all survived.

We must not let ourselves be discouraged. When that human poked a gigantic stick through the heart of our hill, what do you think they hoped would happen? I'll tell you what! They expected us to scatter, to give up and to abandon all hope but we shall not!

Today, we shall begin rebuilding our hill. Whether you're a soldier or a worker, I expect every ant to come together as a team to show that we cannot be defeated. Together, we shall make 34A bigger, better and stronger than ever before. Together, we shall send a message to those meddlesome humans that a stick is not enough. Together, we will rebuild our home.

Which features did you manage to spot?

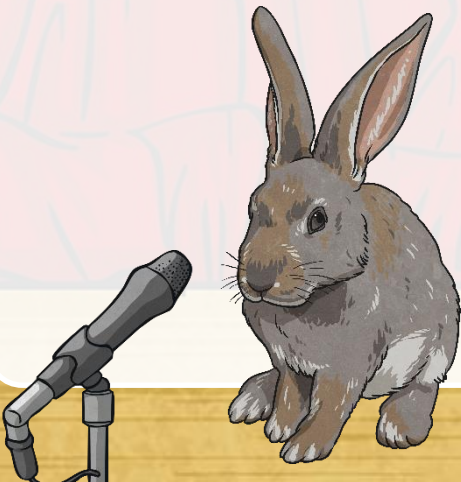




# Campaign

## Vote for Horatio

Dear fellow rabbits. On the 24<sup>th</sup> December, you will have a choice. Today, I am urging you to make your choice count by voting for me, Horatio. With me in charge of the warren, I guarantee that your lives will be significantly improved. I will ensure that our grass stays both juicy and plentiful all year round by investing in the latest technology. I will ensure that our warren stays safe from predators by providing self-defence training for all rabbits and their young. Lastly, I will ensure that your concerns are listened to by holding regular public meetings. Remember: for a better, safer warren, vote for Horatio on the 24<sup>th</sup> December.



Which features did you manage to spot?



# Did You Spot the Features?

Did you manage to spot any of these features in the persuasive writing?

- **imperative verbs**
- **considered repetition**
- **adverbials**
- **rhetorical questions**

Were there any other features you spotted which weren't on this list?

