

Persuasive Writing

Learning Objectives

In this lesson you will:

- Revise persuasive writing.

Persuasive

Writing

Where do you find persuasive writing?

Persuasive

Devices

Can you remember any persuasive devices?

- We are going to re-cap persuasive writing.
- Match the persuasive device to the correct definition.
- You can either print off the sheet that goes with this lesson and use arrows or a colour coding system to match them or you can write out the device and its definition.
- If you are struggling, start with the easiest ones first and see what you are left with.
- Answers are on the next slide - try not to cheat!

Persuasive Device

Emotive language

Command or imperative

Hyperbole

Personal pronoun

Direct address

Pattern or rule of three

Rhetorical question

Colloquial language

Definition

Words like 'I', 'you' or 'we' which make the text feel more personal, like talking with someone.

Listing three words, probably adjectives, in a row to really make a text powerful, e.g. 'hungry, homeless and abandoned'.

Strong words chosen to make you feel certain emotions, e.g. 'helpless dog'.

Slang or informal language, used to make texts sound like a friendly chat.

Asking the reader a question to involve them in the text, e.g. 'How generous are you?'

Exaggerating for effect, e.g. '**DISASTER STRIKES** at factory'.

The text speaks directly to the reader using the pronoun 'you'.

Tell the reader to act or do something, e.g. 'Call **NOW**'.



The Answers!

Persuasive Device

Emotive language

Strong words chosen to make you feel certain emotions, e.g. 'helpless dog'.

Command or imperative

Tell the reader to act or do something, e.g. 'Call NOW'.

Hyperbole

Exaggerating for effect, e.g. '**DISASTER STRIKES** at factory'.

Personal pronoun

Words like 'I', 'you' or 'we' which make the text feel more personal, like talking with someone.

Direct address

The text speaks directly to the reader using the pronoun 'you'.

Pattern or rule of three

Listing three words, probably adjectives, in a row to really make a text powerful, e.g. 'hungry, homeless and abandoned'.

Rhetorical question

Asking the reader a question to involve them in the text, e.g. 'How generous are you?'

Colloquial language

Slang or informal language, used to make texts sound like a friendly chat.

How do these Adverts Persuade?

- Pun- play on words
- Command or Imperative
- Alliteration
- Emotive Language
- Snappy slogan
- Exaggeration - hyperbole
- Use of Personal Pronouns
- Rule of Three

BRITONS



"WANTS
YOU"

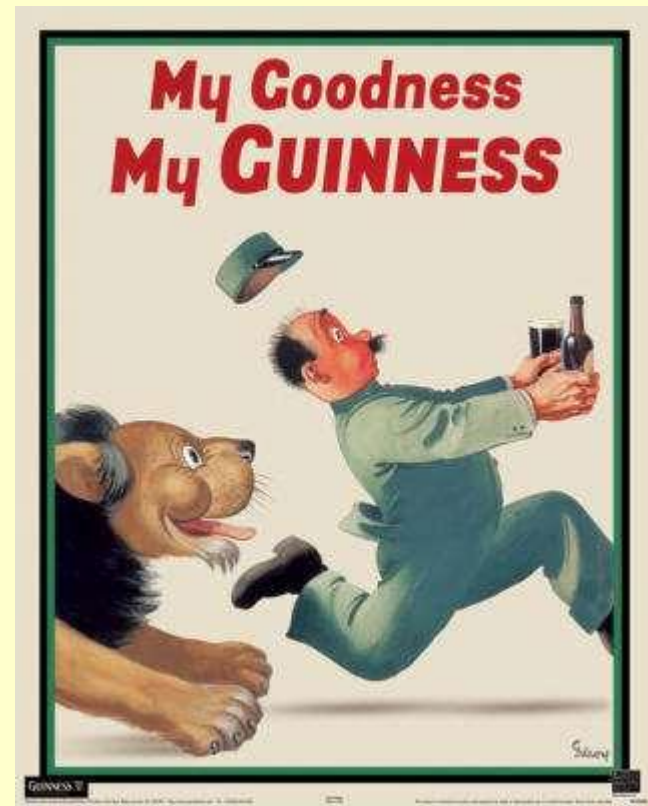
JOIN YOUR COUNTRY'S ARMY!
GOD SAVE THE KING

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KEEP
CALM
AND
CARRY
ON





Have a break...
have a Kit Kat!



MADE BY ROWNTREE'S

A man in a dark grey suit and tie stands on the right side of the frame, looking towards the camera. His hands are in his pockets. In the background, the Marina Bay Sands hotel is visible, with its three towers and the SkyPark on top. The building is illuminated with warm lights, and the sky is a mix of blue and orange, suggesting sunset or sunrise. The water in the foreground reflects the lights from the building and the sky. A small sailboat is visible on the water.

DEFY YOUR IMAGINATION

DISCOVER ALL THIS AND MORE . . .

ICONIC HOTEL

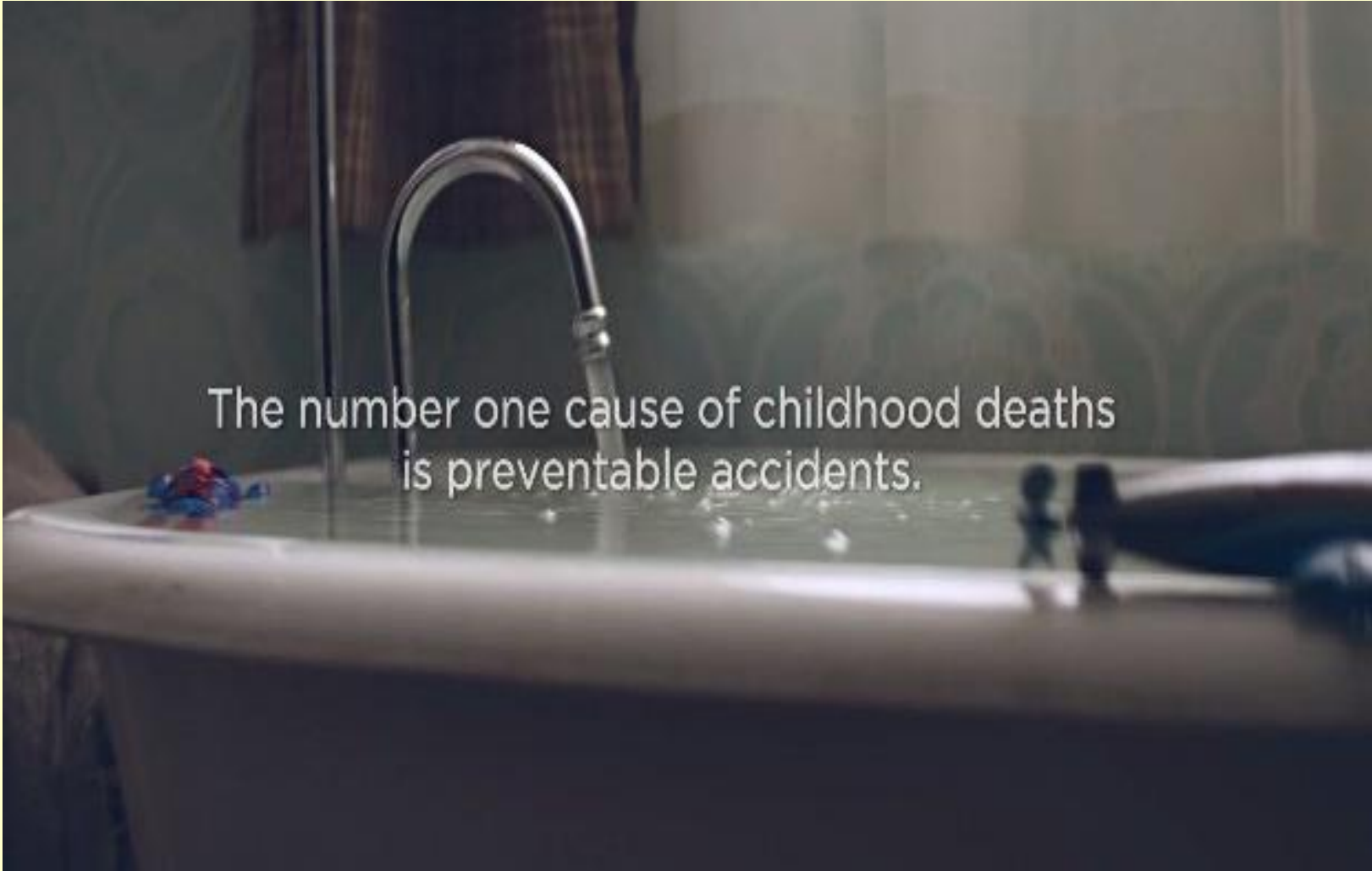
WORLD-CLASS DINING OPTIONS AWARD-WINNING ENTERTAINMENT SOUGHT-AFTER LUXURY SHOPPING
AWESOME INSPIRING SKYPARK RENOWNED ARTSCIENCE EXHIBITIONS

MARINABAYSANDS.COM

NEVER SETTLE

MARINA BAY  **Sands**
SINGAPORE



A close-up, slightly blurred photograph of a white bathtub. Water is flowing from a chrome faucet into the tub. A small Spider-Man action figure is floating in the water on the left side. The background shows a patterned curtain and a tiled wall. The overall lighting is dim, creating a somber atmosphere.

The number one cause of childhood deaths
is preventable accidents.

A high-angle photograph of a person standing on a diving board, looking down at a swimming pool. The pool has several lanes marked with yellow and blue lane lines. In the foreground, the person is standing on a concrete diving board with a yellow edge. The pool water is a vibrant blue. In the background, there are bleachers and other people sitting on the pool deck. The text "FIND YOUR GREATNESS." is overlaid in white, bold, sans-serif font across the middle of the image.

FIND YOUR GREATNESS.

Which advert do you think is the most persuasive? Why?

