# Emblem of choice – Persuasive text

## **Writing to persuade**

Consider the audience you are trying to convince.

Introduction

* include a statement to define the topic
* give background information to the reader about the topic
* show the different points of view to be examined.

Body

* Include a series of paragraphs (2 or 3)
* Include arguments in favour and reasons or examples to support these ideas
* Include arguments against and reasons or examples to support these ideas
* Use persuasive language
* Use cohesive language to link ideas or to show change of opinion.

Conclusion

* Give a summary of arguments from both sides
* Evaluate which arguments are the most effective.