



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.

