



# Persuasive Text

Persuasive texts try to persuade people to do something or to take on a particular opinion about something.

Can you think of some examples of persuasive texts? Work with a partner. List as many as you can.



# Features of persuasive texts



- Give only one point of view and a strong argument for this point of view
- Need an opening statement of opinion e.g. a headline, opening sentence, could be a rhetorical question, eye catching.
- Use evidence to back up this opinion, statistical/scientific, dates, quotes.
- Emotive language... adjectives/verbs/adverbs e.g. **huge cost, depleted at a rate never witnessed before**. Language to make the audience care.
- Images which engage the audience, need to *hook* them in.
- Powerful rhetorical questions e.g. How could we possibly.....? Is it really worth....?
- Forceful statements to win over the audience.
- Mainly present tense unless suggesting possible outcomes.
- Conclude with a summary or suggest action which could be taken.
- Headings, sub headings, bullet points, labelled diagrams



Emotive language... adjectives, verbs, adverbs.  
Language that will make the audience care.



# ? Rhetorical questions ?

Think of some of the questions at the end of “The Bay”  
e.g. “Will these animals be around for my grandchildren to see?”

Does the narrator expect an answer?

Rhetorical questions are designed to make you think.



- Examine the COAST No Take Zone leaflet with a partner. How many of the above features can you find?
- You can annotate the leaflet
- Which features can you not find?

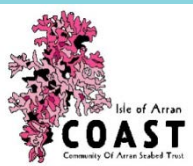


# Lamlash Bay

No Take Zone



Conservation of the sea and seabed, restoring habitats and species



- Look for other persuasive texts at home and bring them into school.
- Consider adverts on television, newspapers magazines.

