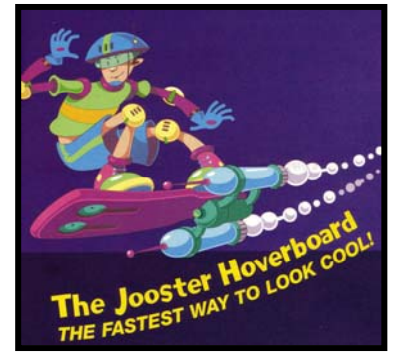


Persuasive Texts

A persuasive text is a non-fiction text that attempts to convince the reader to think, feel or act a particular way. It may also argue a point of view.



- They are written in the **present tense**.
- If the text is promoting (advertising) a product or service, a **main caption** featuring rhyme, humour, alliteration or word play is often used. These features make the caption **memorable**.
- **Persuasive words and phrases** are used to make the product or service seem more appealing. They are often backed up by **factual evidence**.
- A **picture or illustration** will help to sell your product or service.

- A persuasive letter usually begins with a **strong opening statement**, i.e. *the local swimming pool is a valuable resource and should not be closed*.
- Then follows a **sequence of different points** arranged using **paragraphs**. Use **strong language** and **short sentences** though do not use threats or you will weaken your argument and appear unreasonable. **Supporting evidence** can be used to strengthen your argument.
- **Causal connectives** (because of this, this makes, consequently, as a result, therefore etc) should be used to explain your point of view with supporting evidence.
- Finally a **summary paragraph** is included at the end to sum the argument up, i.e. *I have shown that it is important to keep our local pool operating for these main reasons...*