**Persuasive Writing:**

What is persuasive writing?

'Persuasive writing' is a form of writing in which the writer uses words and evidence to convince the reader that the writer's opinion is correct.

Purpose:

The purpose of persuasive writing is to persuade, influence or change a reader's thoughts, opinions or point of view on a particular topic or issue. [takes a position FOR or AGAINST an issue] Persuasive writing may express an opinion, discuss, analyse and evaluate an issue; it may also entertain and inform.

A persuasive essay will ask you to take a position on a debatable issue and present an argument for your point of view.

**How to Persuade:**

* **IDENTIFY your CONTENTION / point-of-view**

What do you believe?

EXAMPLE: McDonalds is better than KFC   
EXAMPLE: I believe that abortion is a woman’s choice

* **IDENTIFY your TONE**

Tone refers to the overall feeling of a piece of writing.

**Logical:** rational, reasonable, analytical

**Neutral:** impartial, objective, unbiased.

**Informed:** knowledgeable, well-read.

**Passionate:** emotional, emotive

**Witty:** humorous, light-hearted, tongue-in-cheek, mocking

**PERSUASIVE TECHNIQUES**

Writers can use a range of techniques to persuade. When you’re reading persuasive writing—or writing persuasively yourself—you need to think carefully about how techniques like these are used to position the reader to accept a particular point of view.