

PERSUASIVE

TO PERSUADE SOMEONE TO TAKE AN ACTION OR TO BELIEVE IN YOUR POINT OF VIEW

HEADING

HEADING ~ TO GRAB THE READER'S ATTENTION - SHOULD HAVE EMOTIONAL LANGUAGE

A STATEMENT GIVING YOUR OPINION / BELIEF / VIEW ON A SUBJECT

ORIENTATION

SHOULD INCLUDE - REASONS, FACTS, EXAMPLES TO SUPPORT THE REASON.

ARGUMENTS SUPPORTING YOUR POINT OF VIEW

BODY

CAN INCLUDE PICTURES SHOWING YOUR ARGUMENT

END

RESTATE MAIN IDEA AND PERHAPS AN ACTION THE READER SHOULD TAKE. AGAIN USE EMOTIONAL COLOURFUL LANGUAGE

*FORMS OF PERSUASIVE TEXT
LETTERS, ESSAYS, E-MAILS,
POSTERS, PAMPHLETS, WEBSITES,
COMMERCIALS, BLURBS*