



## Persuasion

<b>Audience</b>	Someone you are trying to influence
<b>Purpose</b>	To promote a particular view or product in order to influence what people think or do
<b>Typical Structure</b>	<ul style="list-style-type: none"> <li>• Logical structure</li> <li>• A series of points building one viewpoint</li> <li>• Paragraphs with topic sentence in introduction (and in all paragraphs for longer text)</li> <li>• Often includes images to attract attention</li> </ul>
<b>Typical Language Features</b>	<ul style="list-style-type: none"> <li>• Personal and direct, often informal (friendly)</li> <li>• Emotive connectives and sentence signposts</li> <li>• Opinions presented as facts</li> <li>• Use of the imperative</li> <li>• Use of language that sounds good including slogans</li> <li>• Weasel words (emotive language designed to deceive/give best impression)</li> </ul>
<b>Examples</b>	<ul style="list-style-type: none"> <li>• Adverts</li> <li>• Newspaper editorials</li> <li>• Promotional leaflets</li> <li>• Pamphlets promoting a particular viewpoint</li> </ul>

### Boastful language

- Magnificent
- Exciting
- Wonderful
- Marvellous
- Enchanting
- Thrilling
- Unique

### Use persuasive techniques

- Informal language
- Questions – are bored children driving you crazy?
- Alliteration – Dino Dig & the Wacky Workshop
- Rhyme – Dora the Explorer
- Repetition – Find us to find the fun
- Imperatives – Don't forget Lemurland!
- Personal appeal – You can get close up and personal
- Patterns of 3 – Visit. Shop it. Love it.
- Short sentences – Discover Wildwood
- Language aimed at audience, e.g. Txt
- Play on words – Make all your screams come true
- Testimonials/quotes – 'Join us for a great day out'

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Handale Primary School

