

Persuasive Writing

How to Structure Persuasive Writing

Purpose:

To persuade your reader to understand your point of view through using a range of features.

Introduction

Introduce your topic and your opinion. Hook your audience by using things like rhetorical questions and emotive or logical and rational language.

A strong introduction will capture your reader's attention and make them want to hear your argument.

You need to make your opinion clear and give a taster of the reasons you are using to back up that opinion.

Body Paragraphs

Each paragraph can be a supporting point for your point of view. Make sure each paragraph has a statement, an explanation and an example.

Begin each paragraph with a clear statement.

Cats are better than dogs.

From there, give an explanation of why you think that.

Cats are excellent hunters and don't have to rely on humans to feed them. Dogs cannot hunt their own food as easily and will end up eating whatever they find on the ground, whether it is good for them or not.

Lastly, make sure there is an example or some facts that back up your point of view.

When we take my dog Willoughby for walks, she'll eat anything that is left on the ground, even rubbish! Our cat Andrew would never do that, but he does catch birds because it is in a cat's nature to hunt.

Conclusion

Summarise your points for your topic and restate your opinion. Leave your reader with something to think about, e.g. you could repeat your opening rhetorical question or make a comment about why you believe your opinion.

A conclusion shouldn't have any new information in it. The conclusion just restates the main points of your argument and ends with a thought-provoking statement or question.