

Persuasive Writing

Persuasive Writing Structure

Purpose:

To persuade the reader to agree with your point of view on a given topic.

Introduction

The purpose of the introduction is to give the reader an understanding of what you're going to be writing about and your point of view, in your persuasive writing. You should begin with a straightforward statement of the topic and your point of view on it. A simple way to do this is by starting with "I think that ..." It's okay if this mirrors the title closely.

After the statement, briefly list the reasons you've got for having this point of view. Don't include any detail here as you will be including this in the 'reasons' paragraphs.

Body Paragraphs

2-3 paragraphs
the reasons

Each reason you are giving to support your point of view will have one paragraph in the main body of text.

Each paragraph should begin by stating the reason itself, and then giving more detail about that reason.

Do not introduce any new reasons that you haven't mentioned in your introduction (but if you think of a good one, you should go back and add it to the introduction).

A piece of persuasive writing should have at least two reasons to back up the main point of view.

Conclusion

The conclusion paragraph is a bit like the introduction. First you briefly restate the reasons that you have unpacked above, and then restate the main point of view to stick it firmly in the reader's head after they've finished reading your persuasive writing piece.

You might like to put a snappy ending sentence in, perhaps using an imperative verb, but this is optional.

Do not introduce any new information in your conclusion, everything you discuss should already have been mentioned somewhere else in the text.