**PERSUASIVE TEXT FEATURES**

(including advertisements, letters, etc.)

**What's the Point?** Persuasive texts are designed to persuade people or to convince people of a ***point of view***.

**Have you got a plan?-** These texts are usually well planned and thought out.

**Where to start?-** Draw the audience in by making a **bold statement**. Give the main issue and state your position. This is called an **opening statement**

**Connect with the reader-** Use connectives that explain your view like: however, therefore, because, although, yet, in addition to.

**Did You Know That? -** Ask a Rhetorical Question- a question where you *know* the answer but say it to prove a point

***Did you know rhetorical questions get reader's attention?***

**It’s a known fact**- Use *FACTS* or try to make opinions sound like facts. Example: We all know that it’s the best thing on TV.

**A strong ending -** Restate your argument at the end. Try to include a **CALL TO ACTION** for your reader.

**Other great tips-**

\* Persuasive writing is mainly in **present tense**.

\* Use ***emotive language*** - powerful verbs and strong adjectives and adverbs.

\* Try to dare the reader to **disagree**

**with you and then prove them wrong**.