

Writing a PERSUASIVE Context Piece

Unit 3 English
AOS 2 - Creating and
Presenting

STYLE AND PURPOSE: Persuasive – to persuade or influence

FORM	AUDIENCE	LANGUAGE
Essay	Depends on the context – usually educated adult readers	Authoritative, moderate: usually in third person
Letter to the editor	All newspaper readers	Varies; tone is often personal; can use first-person 'I'
Editorial	All newspaper readers	Objective, authoritative, formal; often uses inclusive language
Opinion piece	Readers with a special interest in the issue	Can use sarcasm, humour, etc.; tone can be moderate or highly emotive
Speech	Depends on the context – usually listeners affected by the issue	Clear simple sentences and expressions to engage the audience

Persuasive writing style attempts to position or influence the audience to agree with a particular viewpoint.

Persuasive language and techniques are essential in this style, and you will need to describe how you have used them (with examples) in your written explanation.

Persuasive writing should include the following elements:

- A main contention
- Evidence (in the form of statistics and/or quotations)
- Key reasons and arguments
- Details, illustration and examples

Persuasive writing can be used in both fiction and nonfiction. A persuasive essay is a common form, but you can also use many other forms to persuade your audience.

INCORPORATING IDEAS FROM A SELECTED TEXT

Some ways to incorporate ideas and arguments from your texts in persuasive writing pieces are:

- **Note models of persuasive writing in a selected text in the voice of the narrator or a character.** For example, the narrator may be trying to persuade the audience to feel sympathy for a character by explaining the character's motives for something they say or do
- **Note key points (such as crises or turning points) where a character puts forward a viewpoint.** For example, a character might be defending their behaviour and demonstrate certain values or beliefs in their argument.
- **Note features of the text that the author/director might be using to persuade the audience to take a particular viewpoint.** For example, an author/director may persuade the audience, through certain consequences of a character's actions, to reject certain values or beliefs.

One way of incorporating ideas and arguments from a text into a piece of persuasive writing is to note examples in that text where a character or narrator is attempting to persuade someone. You can use these examples as models or starting points for your own persuasive writing pieces.

Some possible ways to draw on ideas from a selected text in a persuasive response are by writing:

- **An essay, speech or opinion piece** that presents a strong point of view – use one or two paragraphs to discuss ideas in the selected text, or refer to ideas in the text throughout your discussion
- **An editorial** that responds imaginatively to the text – comment on characters and incidents depicted, then conclude with strong general statements on the implications of these in terms of the broader Context ideas.
- **Other imaginative responses** that can use persuasive forms and techniques, such as a letter from one character to another or a monologue to be inserted into a play

REBUTTAL!

Whatever form of persuasive writing you write in, remember to rebut. Rebuttal is a necessary part of persuasive writing because it shows you have considered alternative points of view and can provide reasons for rejecting them. This strengthens your own position by showing other arguments are not relevant or well-supported.

Here are some useful **sentence starters** for rebutting opposing viewpoints:

- Some argue that...
- In contrast, others believe that...
- Not everyone agrees that...
- It is hard to understand why some people suggest that...

KEYS TO EFFECTIVE PERSUASIVE WRITING

- Determine purpose and audience
- Develop a contention and line of argument
- Decide on the evidence – from your selected text and other sources – that best supports your case
- Plan an appropriate structure that suits the chosen form
- Rebut elements of the opposing view

PERSUASIVE WRITING PRACTICE

Using the prompt below (or another prompt of your choosing), write a **short speech** persuading the audience to agree with your viewpoint.

Prompt: *It is easier to be happy in a world of illusion than to be dealing with reality.*

Opening: Engage your audience with a provocative question or an emotional anecdote.

Formal introduction: Greet your audience appropriately, introduce yourself, and state your contention (point of view) regarding the prompt.

Signpost: Signal to your audience your line of reasoning

Next: Write two paragraphs arguing your point of view, each using different persuasive techniques to convince your audience. This could be an anecdote or expert opinion. The **opening sentence** of each paragraph should be engaging; the **final sentence** should repeat your line of argument in the paragraph.

Paragraph 1:

Paragraph 2:

