

PERSUADE YOUR READER. MAKE YOUR CASE.

WHAT IS PERSUASIVE WRITING?

Persuasive writing convinces the reader to agree with your opinion or take action. It uses strong arguments, evidence, logic and emotive language to influence the reader.

PURPOSE

- To convince
- To influence
- To change a reader's mind
- To get the reader to act

KEY FEATURES

- STRONG OPINION**
Clearly states your position.
- REASONS & EVIDENCE**
Uses facts, examples and data to support your argument.
- LOGICAL ARGUMENTS**
Presents ideas in a logical and organised way.
- EMOTIVE LANGUAGE**
Appeals to the reader's feelings.
- COUNTER ARGUMENTS**
Acknowledges other views and explains why your opinion is stronger.
- CALL TO ACTION**
Encourages the reader to act or think differently.

EXAMPLE EXTRACT (ANNOTATED)

SCHOOL UNIFORMS SHOULD BE COMPULSORY



In today's schools, uniforms create a sense of unity, reduce distractions and prepare students for the real world. For these reasons, school uniforms should be compulsory for all students.

First, uniforms promote equality. When everyone wears the same clothes, no one is judged by brand names or fashion. This creates a fair environment where all students feel valued and included.

Second, uniforms reduce distractions. Students spend less time worrying about what to wear and more time focusing on their learning. This leads to better behaviour and higher achievement.

Some people argue that uniforms take away freedom of expression. However, students express themselves through their ideas, talents and actions—not just through their clothes. Schools should teach respect and discipline, not fashion competitions.

Finally, uniforms prepare students for the future. Many workplaces have dress codes. Wearing a uniform now helps students develop professional and responsibility.

For equality, focus, respect and future success, school uniforms should be compulsory. Let's make our schools better places for everyone.

1 INTRODUCTION
States the topic and opinion.

2 REASON 1
Presents the first reason with explanation.

3 REASON 2
Presents the second reason with explanation.

4 COUNTER ARGUMENT
Acknowledges opposing view and rebuts it.

5 REASON 3
Presents another reason.

6 CONCLUSION
Summarises and repeats opinion with a call to action.

PERSUASIVE TEXT STRUCTURE

- TITLE**
Grabs attention and hints at your opinion.
- INTRODUCTION**
Introduces topic and states your opinion.
- REASONS & EVIDENCE**
Presents 2-4 strong reasons with facts, examples and explanations.
- COUNTER ARGUMENT**
Acknowledges other viewpoints and refutes them.
- CONCLUSION**
Summarises your points and persuades the reader to act or agree.

LANGUAGE FEATURES

- Modal verbs:** should, must, need to, have to – to show strong opinion.
- Emotive language:** unfair, important, harmful, inspiring, beneficial – to appeal to feelings.
- Rhetorical questions:** Don't our students deserve better? – to make the reader think.
- Facts & statistics:** 80% of employers prefer candidates with discipline. – to add credibility.
- Connectives:** therefore, in addition, however, on the other hand, as a result – to show relationships.
- Inclusive language:** we, our, let's – to include the reader.

USEFUL PERSUASIVE STARTERS

- INTRODUCTION**
It is undeniable that ...
There is no doubt that ...
I strongly believe that ...
- REASON**
Firstly, ...
Another important reason ...
Additionally, ...
- EXAMPLE / EVIDENCE**
For example, ...
According to ..., ...
Research shows that ...
- COUNTER ARGUMENT**
Some people argue that ...
However, this is not the case because ...
On the other hand, ...
- CONCLUSION**
In conclusion, ...
For these reasons, ...
Let's ... / It's time to ...

PERSUASIVE WRITING CHECKLIST

- I have a clear and strong opinion.
- I have introduced the topic well.
- I have given at least 2-4 reasons.
- I have supported my reasons with facts, examples or data.
- I have used emotive and persuasive language.
- I have acknowledged the other side of the argument.
- I have refuted the counter argument.
- I have used a variety of connectives.
- I have finished with a strong conclusion and call to action.
- I have checked my spelling and punctuation.

STRONG vs WEAK PERSUASIVE WRITING

WEAK

- I think uniforms are good.
- They make schools better.
- Some people disagree.
- So, uniforms are important.

Why weak?

- Too simple and opinion-based
- No reasons or evidence
- No counter argument
- No call to action

STRONG

- Uniforms create equality by removing pressure about what to wear.
- Studies show that uniforms improve behaviour and academic performance.
- Although some say uniforms limit freedom, respect and focus are more important.
- For these reasons, uniforms should be compulsory in all schools.

Why strong?

- Clear reasons with evidence
- Acknowledges other views
- Logical and persuasive
- Strong conclusion

SENTENCE VARIETY

- Short:** Uniforms work.
- Compound:** Uniforms work, and they promote equality.
- Complex:** Although some disagree, uniforms benefit everyone.
- Emotive:** Every child deserves a fair chance to succeed.
- Rhetorical Question:** Shouldn't our schools be places of learning, not competition?
- Triple (List):** They promote equality, improve discipline and prepare students for life.

POWERFUL VOCABULARY

- essential
- promote
- ensure
- equality
- discipline
- respect
- prepare
- benefit
- reduce
- eliminate
- encourage
- improve
- essential
- responsible
- environment
- future

TIP:

Use precise, impactful words instead of repeating the same ones.

COMMON MISTAKES

- Writing without a clear opinion.
- Giving weak or vague reasons.
- Using "I think" too much.
- Not supporting with facts or examples.
- Ignoring the opposing view.
- Ending without a strong conclusion.
- Spelling and punctuation errors.

CHALLENGE: IMPROVE IT!

Rewrite the weak paragraph below to make it a strong persuasive paragraph.

I think students should have longer holidays. It is good for them. They can relax. That is why it should happen.

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SHOW, DON'T TELL

Don't just tell the reader—show them with evidence and detail.

- TELL:** Uniforms improve discipline.
- SHOW:** A study of 500 schools found that uniformed schools had 30% fewer disciplinary incidents.
- TELL:** Students are more focused.
- SHOW:** Students spend less time worrying about clothes and more time concentrating on their lessons.

TOP TIP

KNOW YOUR AUDIENCE.

Think about who you are writing for. What do they care about? Use reasons and language that will persuade them.



STRONG IDEAS. CLEAR ARGUMENTS. POWERFUL PERSUASION.

