

The

persuasion

*

book

*

book

*

book

book

Sue Palmer

Persuasion text

- makes a case for a particular point of view
- one or more points, perhaps with elaboration



These texts are often 'persuasion text'...

advertisement

catalogue

pamphlet from pressure group or political party

magazine article

persuasion

poster or flier

book blurb

"letter to the editor"

travel brochure

Persuasion organisation 1

point



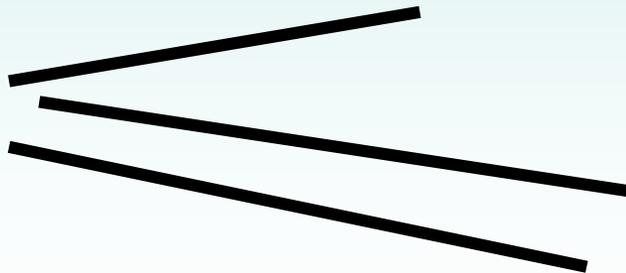
elaboration

point



elaboration

point



elaboration

...and so on.....

Persuasion organisation 2

Introduction
What? Who? Where? When?



* Point 1



* Point 2



* Point 3



Conclusion
Summing up

When you have planned your points, you can choose whether to write one paragraph per point or group them together

Blank version 

Persuasion language features

- * Present tense
- * Persuasive devices
- * Logical connectives
- * Connectives showing the move from one point to another

because
nevertheless
however
consequently
As a result..
If...then

First of all
then
next
secondly
finally

Audience

Someone* who may not know much about the subject

You have to

- grab their attention
- gain their trust
- convince them you're right.

* You may have further information about age, interests, etc. of reader

Purpose

To persuade them to your point of view (so they will.. do what?)

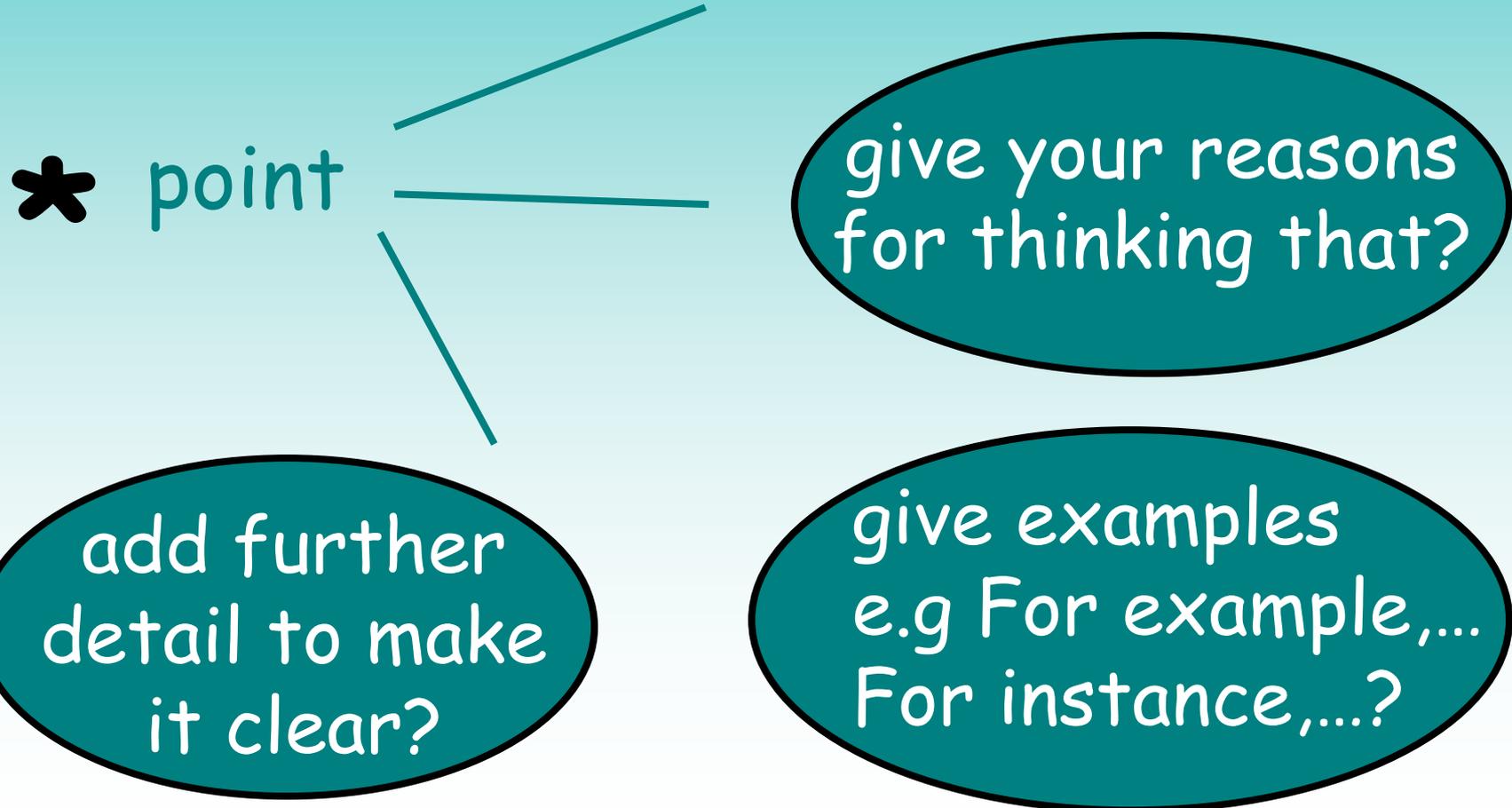
If you know what you want your audience to do as a result of reading your text it will help you plan what to say.

Elaborating a point

Make your point clearly, in a sentence.

elaboration
would it help to:

* point



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graph LR; A["* point"] --- B("add further detail to make it clear?"); A --- C("give your reasons for thinking that?"); A --- D("give examples e.g For example,... For instance,...?")
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add further detail to make it clear?

give your reasons for thinking that?

give examples
e.g For example,...
For instance,...?

Persuasive devices

* emotive language
e.g 'strong' adjectives

* deliberate ambiguity
e.g "probably the best"
perhaps, maybe

* "dare you to disagree!"
e.g Clearly,.. Surely,..
Obviously,..
Everyone knows that..

* Rhetorical question
"Are we expected to..?"
"How will..?"

* Turning opinion
into truth
"The fact is.."
"The real truth is.."

Always ask yourself - is it ...

FACT or
OPINION
?

When writing with a partner..

REHEARSE

- * Say each phrase or sentence aloud
- * Improve if possible

WRITE

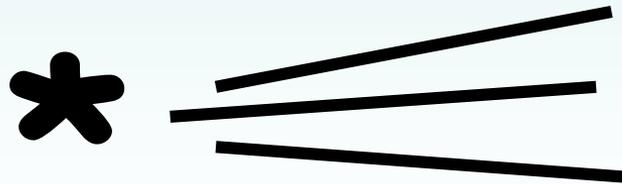
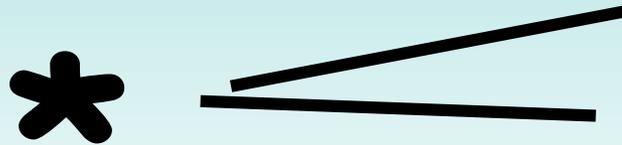
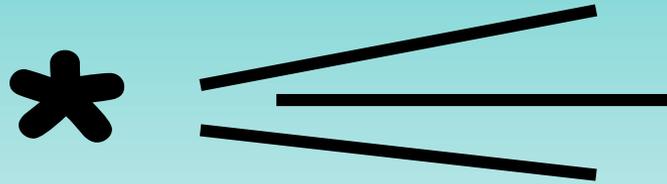
One writes,
one helps.

RE-READ

Read back to check
it makes sense

'Skeleton'
blanks

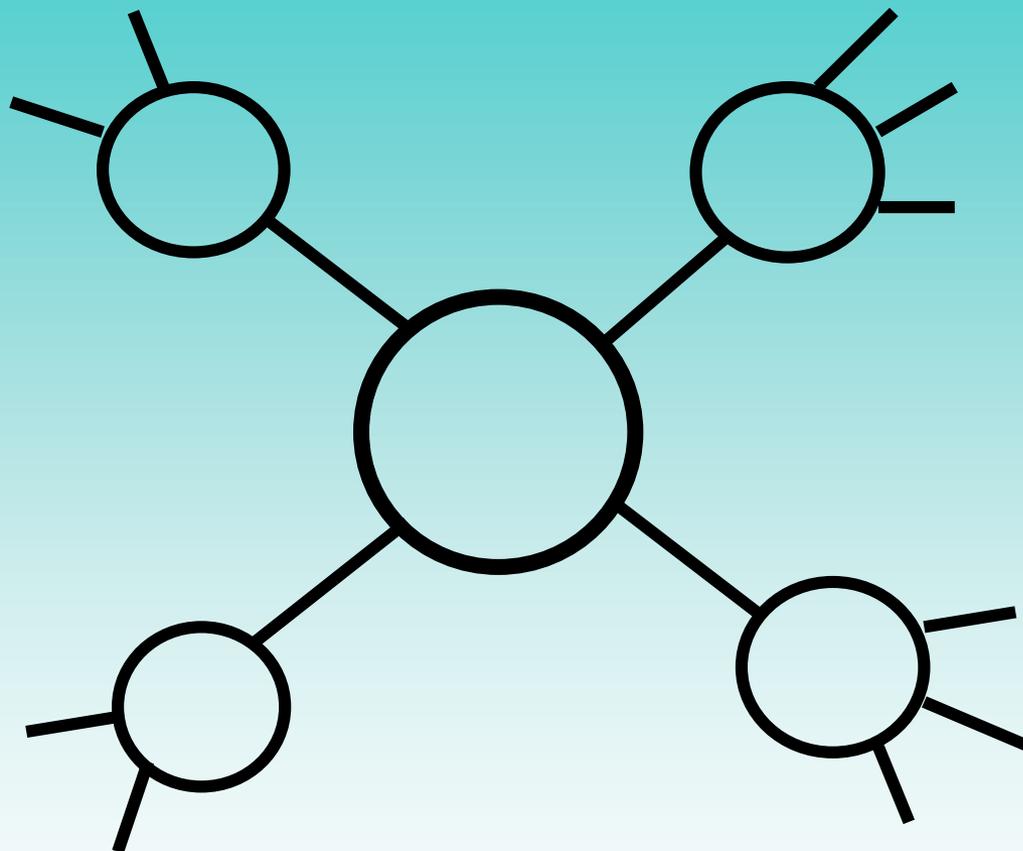
Persuasion organisation



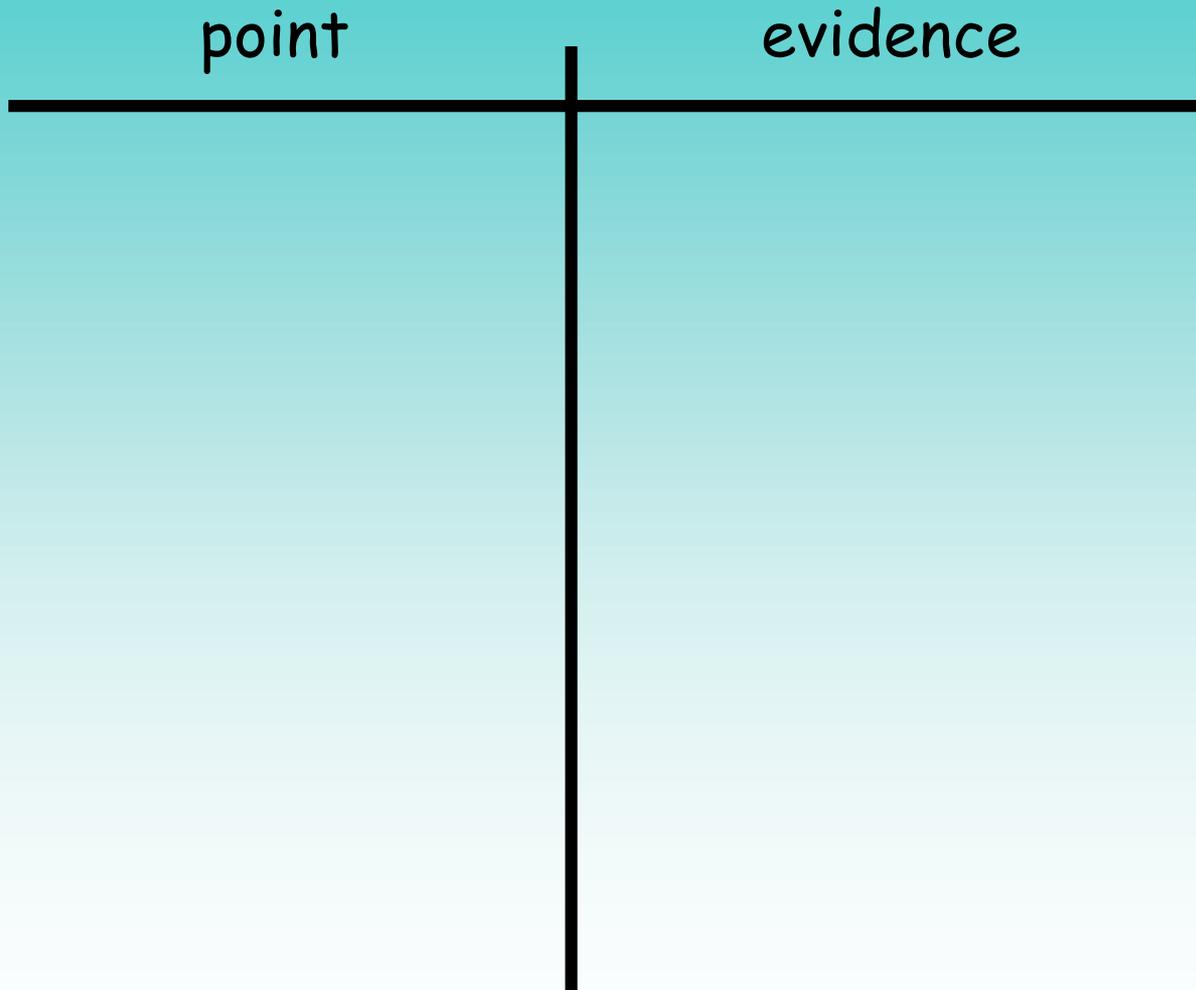
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alternative 'skeleton'
note-taking
frameworks

Spidergram



Point + evidence chart



Point + persuasive lang. chart

point

persuasive language.



Examples of 'skeletons' in use

Taken from 'How to teach Writing Across the Curriculum' (KS1/2) by Sue Palmer, with many thanks to David Fulton Publishers

Time to give Mary the chop

Last week it was proved beyond any shadow of doubt that Mary Stewart, the former Queen of Scots, has been plotting yet again against the life of our dear queen, Elizabeth. It is clearly difficult for our beloved monarch to consent to her own cousin's death, but after nineteen years of threat and betrayal, surely the time has come to sign Mary's death warrant?

The foolish Queen of Scots was long ago rejected by her own countrymen. During her brief but turbulent reign, Scotland suffered religious unrest, lack of leadership and eventually a bloody civil war. As a result, the Scottish people took away her crown and threw her into prison. When she escaped and fled to England, all Scotland sighed with relief to be rid of her!

Since then Mary has lived under Queen Elizabeth's generous protection - and at the expense of English taxpayers - in comfortable English country houses. She has given nothing in return. On the contrary, she has taken every possible opportunity to plot against Elizabeth's life! Surely such a betrayal cannot be tolerated any longer?

Moreover, as long as Mary lives, there will be plots. This woman has always claimed to be the rightful Queen of England, and she has always had the support of the King of Spain, who knows he can make her his puppet. Could any true Englishman want to exchange our wise, generous Elizabeth for this vain selfish woman? Could anyone want our free, prosperous country to fall under the control of the power-crazed King of Spain?

It's hard for Elizabeth to sign the document that sends her own flesh and blood to the block. Yet sign it she must - for herself, for justice, and for the future of England.

Mary is
trouble



- thrown out of Scotland
- religious probs, war
- forced to abdicate, imprisoned

she has
betrayed
us



- given home, paid for
- not paid back
- constantly plotting

if plots succeed
Spain takes over



- claims the crown. Supported by Phillip II
- would be P's puppet
- England falls to Spain