CHOOSING BETTER WORDS

WOULD YOU RATHER EAT A 'NICE' PIZZA OR A 'DELICIOUS' ONE?
WOULD YOU CHOOSE TO BUY A 'GOOD' CAR OR A 'SUPERB' ONE?

The words you choose make a big difference in persuasive writing. If you want to persuade your readers, you need to pick powerful and descriptive words. One place you can find better words is in a **thesaurus**.

Which game would you buy?

FOR SALE

Computer Games
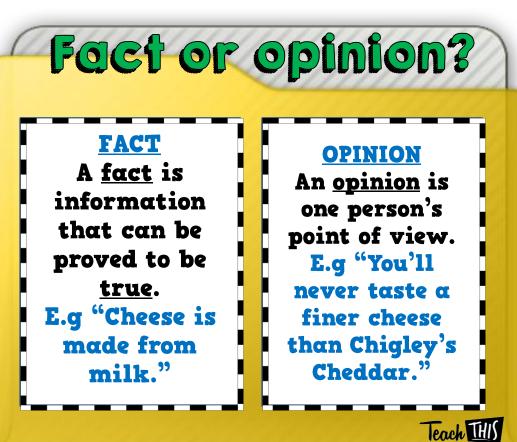
Nice to play
Good fun

PHONE: 235394

FOR SALE

Amazing
Computer Games

Super exciting
to play
Fantastic fun

PHONE: 235394

OPINIONS IN DISGUISE

IN PERSUASIVE WRITING, OPINIONS ARE OFTEN DISGUISED AS FACTS TO TRY AND PERSUADE THE READER.

For example, an ice-cream company might write "'Our ice cream is too delicious for words!"Is that a fact? Can you prove that it's true? No! It's an opinion, disguised to look like a fact to try and persuade you to eat their ice-cream!

Fact or opinion?

FACT
A **fact** is information that can be proved to be **true**.
E.g "Cheese is made from milk."

OPINION
An **opinion** is one person's point of view.
E.g "You'll never taste a finer cheese than Chigley's Cheddar."

Teach THIS

RULE OF THREE

THIS POSTER IS THE MOST HELPFUL, DESCRIPTIVE AND UTTERLY FANTASTIC POSTER YOU'LL EVER FIND.

Saying a similar things three times in a row is a great way to persuade people too. A good way of doing this is to repeat three adjectives. E.g. "It's the finest, funniest, most fascinating book you'll read this year."

Powerful groups of three:

Always make sure that you order your group of three so the words or ideas get bigger and you end with the best or longest one. It won't sound right otherwise.

WHIZZO CHOCOLATE IS SWEET, CRUNCHY AND ABSOLUTELY DELICIOUS! ✓

WHIZZO CHOCOLATE IS ABSOLUTELY DELICIOUS CRUNCHY AND SWEET! ✗

Teach THIS

RHETORICAL QUESTIONS

DO YOU WANT TO HEAR FOR A REALLY GOOD WAY TO IMPROVE YOUR PERSUASIVE WRITING?

A **rhetorical question** is a question that doesn't need an answer. There was one on the very first sentence of this page! By asking your readers a question, they often answer it in their heads and it gets them interested in what you are talking about. **Do you see?**

Example:

ARE YOU FED UP WITH WASHING DISHES?

DO YOU SPEND TOO LONG CLEANING UP AFTER MEALS?

WOULD YOU LIKE TO FIND A BETTER WAY?

Teach THIS

USING EXAGGERATION

EXAGGERATION IS A WORD THAT MEANS MAKING SOMETHING SEEM MORE THAN IT REALLY IS.

You may have heard your parents exaggerating (adults are often very good at it!). Exaggeration is also used in persuasive writing. Think of adverts you might have seen where firms say things like "our new car is the ride of your life" or that "you just can't live without our new breakfast cereal".

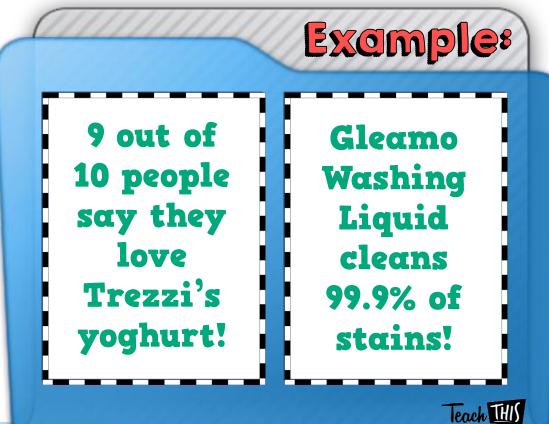### Example:

I've told you a million times, DON'T DO THAT!

Of course your parents haven't actually told you a million times and your bedroom doesn't actually look like a bomb's hit it. This is an example of exaggeration.

Teach THIS

PERSUASIVE STATISTICS

STATISTICS ARE A WAY OF SHOWING INFORMATION, USUALLY WITH NUMBERS. THEY ARE VERY USEFUL IN PERSUASIVE WRITING BECAUSE PEOPLE ARE OFTEN PERSUADED BY NUMBER FACTS.

There are three things to remember when using statistics to persuade people.

1. Make sure they are accurate. Unreliable statistics make you look unreliable!

2. Make sure they back up your argument. Random statistics are useless.

3. Make sure you don't use too many of them. One or two are fine though!

Example:

9 out of 10 people say they love Trezzi's yoghurt!

Gleamo Washing Liquid cleans 99.9% of stains!

Teach THIS

WHO'S YOUR TARGET AUDIENCE?

IF YOU ARE WRITING A PERSUASIVE TEXT, IT IS IMPORTANT TO REMEMBER WHO YOUR TARGET AUDIENCE IS (THE READERS YOU ARE AIMING TO PERSUADE).

It is important that you choose arguments that will persuade your target audience.

REMEMBER:

Different arguments will persuade different people.

Which argument would convince your teacher?

Children should be given **less homework** because it would give us **more time** to play **computer games**.

Children should be given **less homework** because at school the next morning we'd be **more refreshed** and **ready to work.**

Teach THIS

STRONG ARGUMENTS

WHEN YOU ARE WRITING PERSUASIVELY, YOU NEED TO CHOOSE YOUR ARGUMENTS CAREFULLY. IF YOU JUST GIVE A HUGE LIST OF POINTS, YOU WON'T CONVINCE ANYBODY...

Instead, you will remember the rule of three and your target audience and develop three strong arguments that will persuade the people you are aiming at. It is a good idea to start with your strongest argument.

Which are the most powerful?

TARGET AUDIENCE : YOUR FRIENDS

- Uniforms will cut down on teasing and cliques.
- Uniforms make students easy to identify.
- Parents won't have to buy designer labels any longer.
- Uniforms teach pupils to be disciplined.
- Dressing smart feels good and looks good.

Teach THIS

TAKE ACTION

ALTHOUGH PERSUASIVE WRITING IS OFTEN ABOUT CHANGING PEOPLE'S POINTS OF VIEW, SOMETIMES YOU JUST WANT THEM TO ACT!

1. Use Endorsements
When you get someone (often a celebrity) to tell your readers to act. e.g. The Queen says 'Buy Woofer Dog Food! My corgis love it!'

2. Use Emotions
If you can make someone feel happy or sad, you might get them to act. e.g. 'your donation will give this poor little puppy a new home.'

3. Use Urgency
When you tell someone they have to act right now. e.g. 'This offer is for one day only. Buy now or miss out!'

Words to use:
Include the name of person and write what they say.

Words to use:
Use emotive language (words like 'shocking', 'outrageous' and 'wonderful').

Words to use:
Use commands like 'buy now!' and 'sign up today!'

Teach THIS

USING REPETITION

REPETITION SIMPLY MEANS USING WORDS AND PHRASES MORE THAN ONCE IN A SINGLE PIECE OF WRITING.

It's a simple but powerful technique that can be used to emphasise ideas, tie several parts of a paragraph together, and add a poetic "beat" to your writing. You may already be familiar with some famous uses of repetition. Dr. Martin Luther King, Jr. was an American activist whose famous "I Have a Dream" speech, repeats those four words 11 times!

Can you spot the repetition?

When I told my mum about the award I won, she started dancing around like she was crazy! She got so crazy, she made crazy people look sane!

She loved every cat she met: tabby cats, lanky cats, baby cats, smelly old stray cats, elegant Cheshire cats, cats that sang whiny cat songs, cats that nobody else loved.

Teach THIS