



Putting It All Together

Seven Steps Writing Tips – Persuasive

You may have heard the term **persuasive writing** in relation to NAPLAN, but what exactly is it and how does it differ from **narrative writing**?

A persuasive text is designed to convey the writer's point of view. It can be formal or informal and could draw on the writer's personal experience or demonstrate acquired knowledge about a particular subject or issue.

The main structural components of the persuasive text are:

- introduction
- 3–5 body paragraphs (arguments)
- conclusion.

There are different styles of persuasive topics which require different types of response:

- arguing for or against a statement, e.g. Cats are better than dogs.
- advertising or recommending something, e.g. your school, a great book, a particular sport, etc.

Narrative and persuasive texts are quite distinct from one another because of their aim or purpose. A narrative text aims to tell a story, while the purpose of a persuasive text is to put forward a point of view about a particular topic and actively persuade.

TOP TIP:

Use the introduction and the conclusion wisely. Don't just repeat what you are going to say in your body paragraphs. A Sizzling Start and an Ending with Impact are essential if you want to persuade the reader.

Action Activity:

Collect your junk mail and discuss the purpose of each item with your children. What are they trying to persuade you to do? What do they all have in common? Do they have a Sizzling Start or headline to catch your interest?





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The Seven Steps can be applied to any text type, including persuasive writing. Here's how ...

- **Plan for Success:** Brainstorm lots of ideas about the topic before you put pen to paper. If there are two sides, brainstorm ideas both for and against and then pick a side.
- **Sizzling Starts:** The introduction needs to engage the reader AND convey your point of view.
- **Tightening Tension:** Select and order your arguments carefully to build the momentum.
- **Dynamic Dialogue:** Support your arguments with quotations to help convince the reader.
- **Show, Don't Tell:** Show your reader the important things rather than just stating facts.
- **Ban the Boring:** Ditch weak ideas and avoid standard phrases.
- **Endings with Impact:** This is your last chance to persuade the reader, be inspiring!

TOP TIP:

Brainstorming ideas and then selecting and ordering your strongest arguments is the key to a powerful piece of persuasive writing.

Action Activity:

Pick a magazine or newspaper article you have read this week. Read the first paragraph aloud to your children. What is the author's point of view? How do we know? The author won't necessarily have stated their point of view overtly (e.g. 'I think ...'). Advanced writers know how to let readers **infer** meaning.

