

PERSUASION:
Makes a case for a particular point of view and attempt to convince the reader

- Use persuasion for...
- Adverts
 - Catalogues
 - Pamphlets from political parties
 - Travel brochure
 - Letter
 - Book blurb
 - Poster or flier
 - Magazine article

Use short sentences

Mobile phones are a new phenomenon

Present tense

At this time...
At present...
Currently...
At the moment...

Logical connectives

because...consequently
as a result...
nevertheless..if....
then...however...
this shows...

Connectives to show movement

First of all...
Secondly...
Next...
Finally....

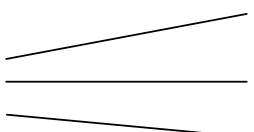
Argue and elaborate

e.g. vegetables are good for you because..

TIPS

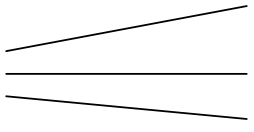
Use humour..
Alliterate 'buy british beef'.
Use pictures..

POINT



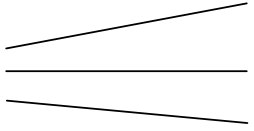
Elaborate

POINT



Elaborate

POINT



Elaborate

Introduction
What?
Who?
Where?
When?

Point 1
Point and elaborate

Point 2
Point and elaborate

Point 3
Point and elaborate

Conclusion
Summing up...make everyone agree

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Introduction

What?

Who?

Where?

When?

Point 1

Point and elaborate

Point 2

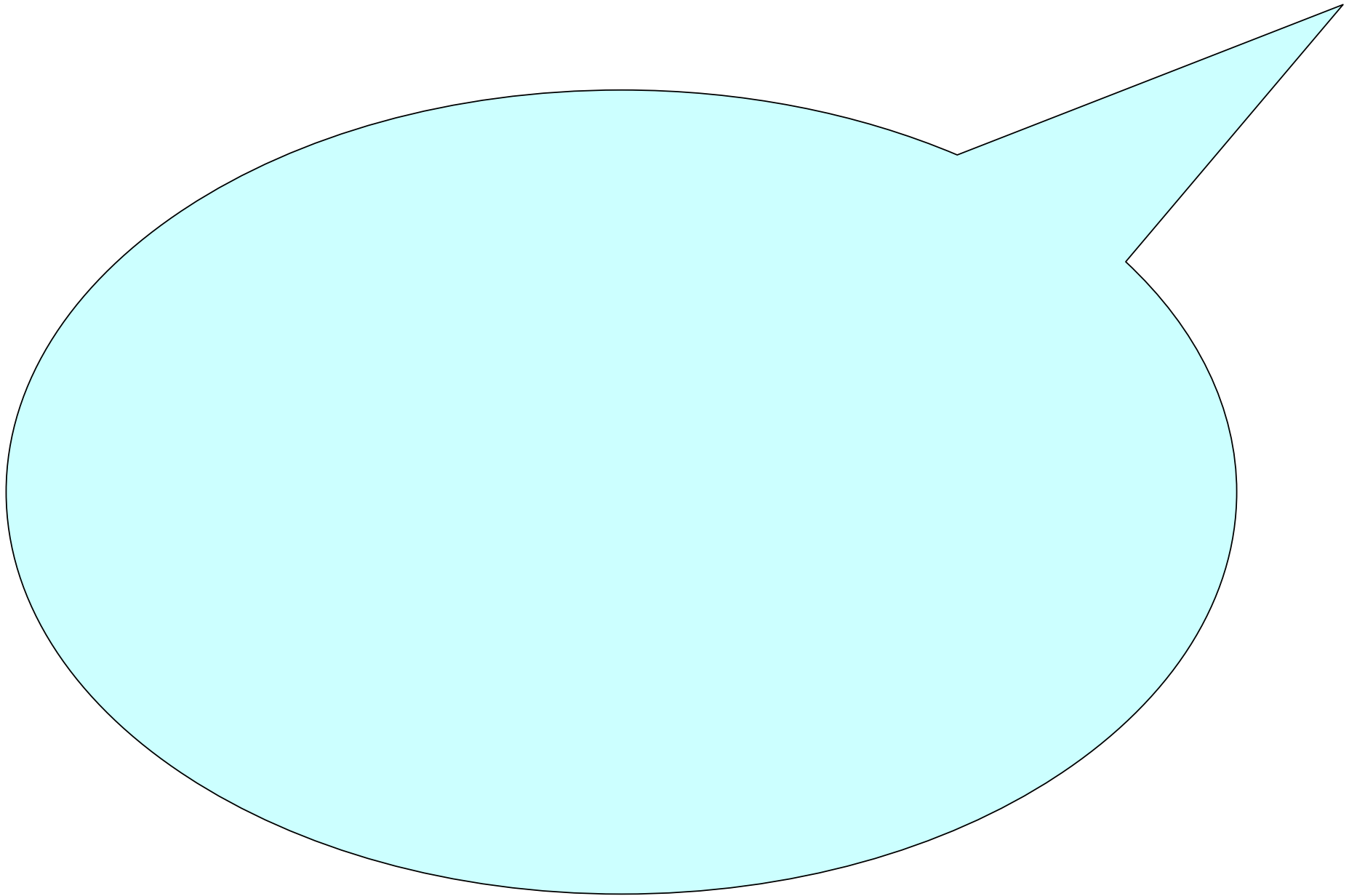
Point 3

Conclusion

**Summing
up...make
everyone agree**

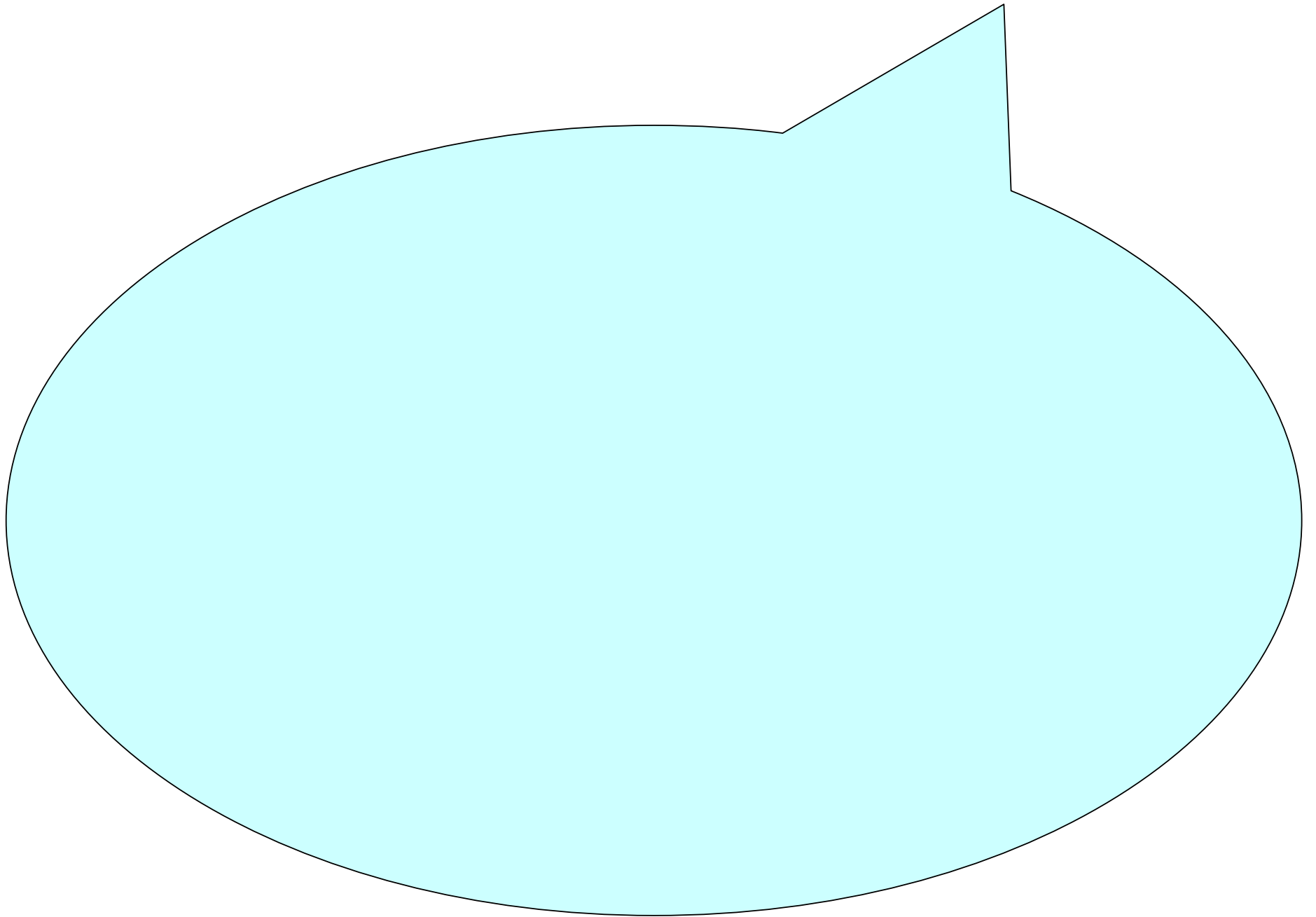


Use humour...
Alliterate 'buy
British beef'..
Use pictures...



TIPS

**e.g. vegetables
are good for
you because**



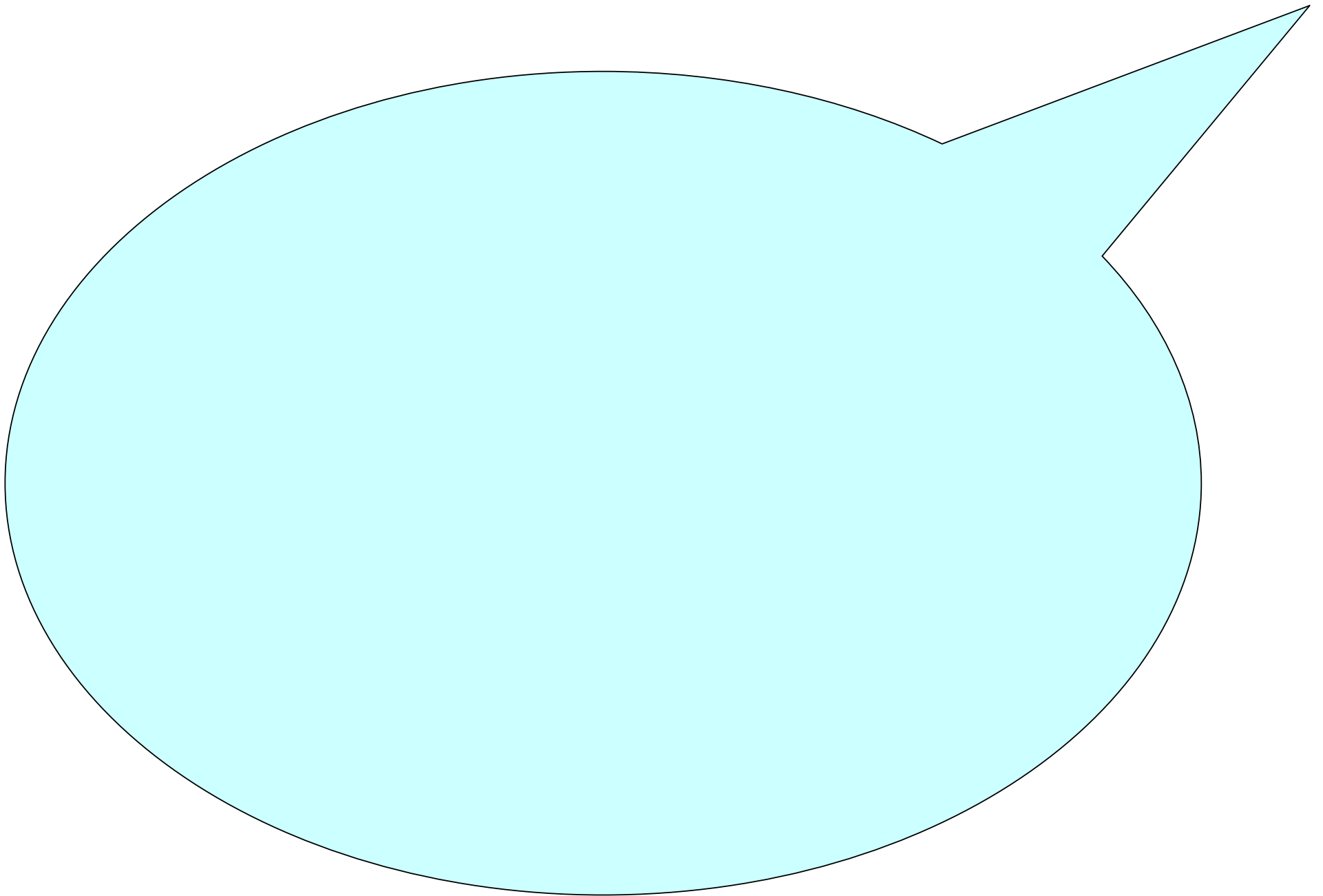
Argue and elaborate

First of all ...

Secondly ...

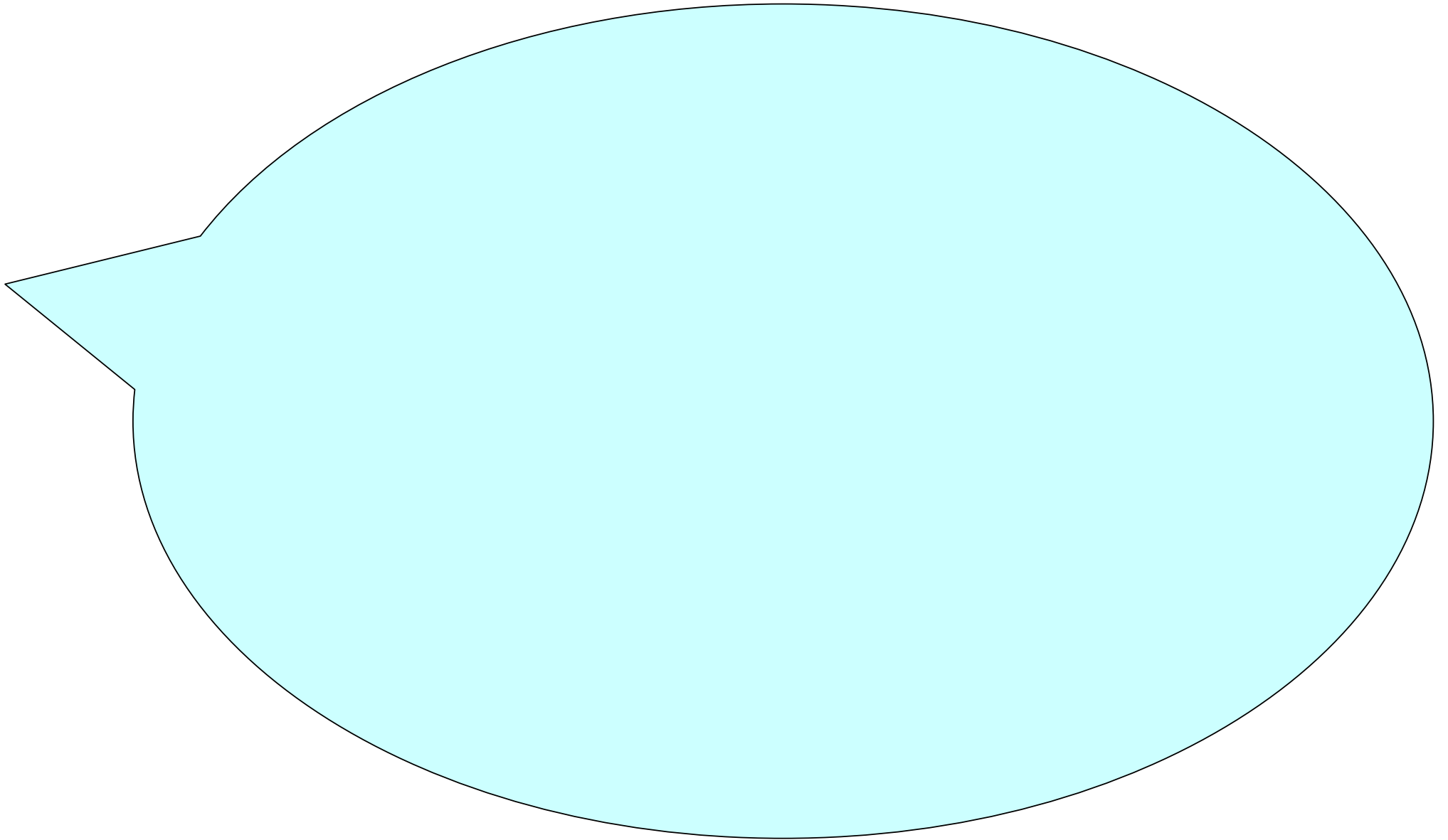
Next ...

Finally ...



**Connectives to
show movement**

because...consequently
as a result ...
nevertheless .. if
then ... however ...
this shows ...



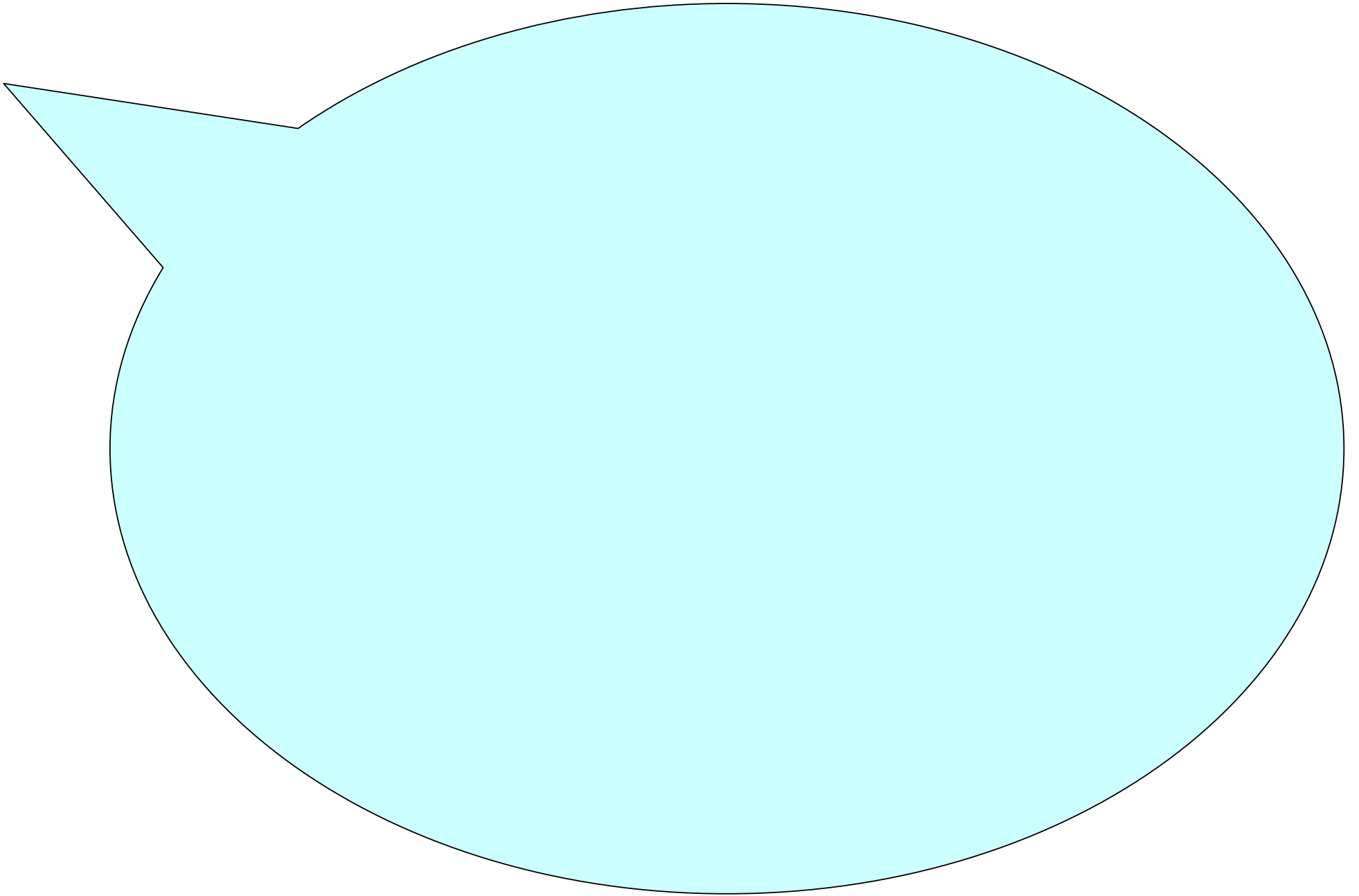
Logical connectives

At this time ...

At present ...

Currently ..

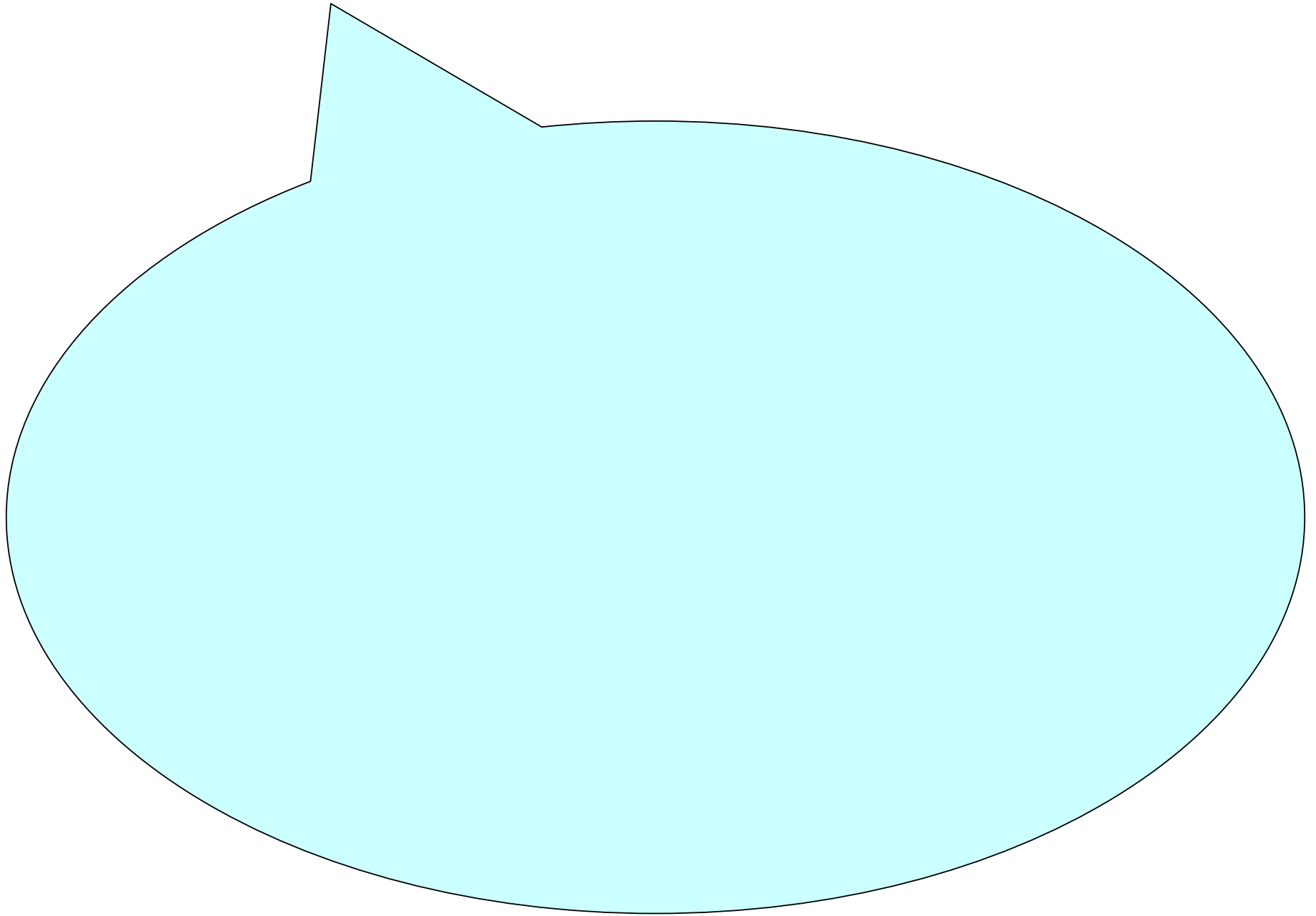
At the moment



Present tense



**Mobile phones
are a new
phenomenon**



Use short sentences