

Writing to Persuade

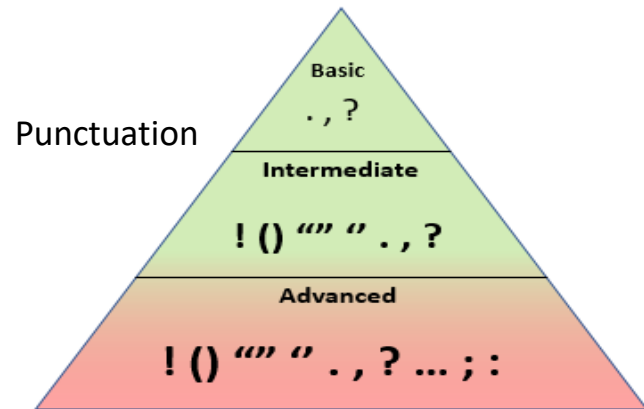
Persuade means to convince others to believe or do something.
Adverts are trying to persuade you to buy their product.

Key words

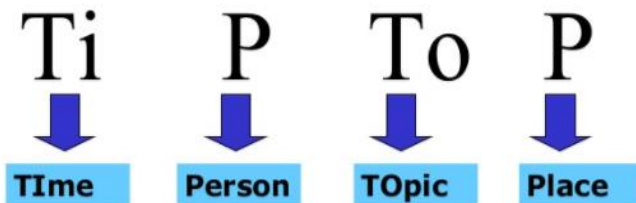
Persuade
Methods
Target audience
Stereotype

Target audience – The advertisers need to think about **who** they want to buy their product. They'll think about:

- Age
- Gender
- Social class
- Occupation



START A NEW PARAGRAPH WHEN THERE'S A CHANGE IN...



Sentence Structure

Simple Sentence – One main verb and idea/clause.

'It was raining.' or *'Jack sang loudly.'*

Compound – Two simple sentences (clauses) joined by a connective. Both clauses can stand alone.

'It was raining so we stayed indoors.'

Complex – Communicates more than one idea. It is made up of one main clause (can stand alone) and one subordinate clause (doesn't make sense alone).

'As it was raining, we all decided to stay indoors.'

We can take away the second part, but then we are left with: *As it was raining.*

Now this is not a simple sentence as it doesn't stand on its own - it needs something else to make sense.

Methods

Simile – comparing two things using like or as.

Metaphor – stating one thing as though it is something else.

Personification - Giving human features/characteristics to a non-human object.

Repetition – using the same word/phrase more than once

Imperative Verb – a command verb such as 'put' or 'don't'.

Emotive Language – words that make the reader feel a certain way

Statistics – information shown as numbers intended to support what you're saying.

Pun or play on words – a joke using the different meanings of a word

Expert opinion – a person who is a specialist in a subject

Tripling – a list of 3