

# Holes

# Persuasive Writing

**Learning Objective:**

**To use persuasive techniques.**



# Persuasive writing

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# Power of Three

The Power of Three technique uses groups of three to emphasise or create memorable descriptions. Repeating something three times is very effective, as is using groups of three adjectives.



**Can you think of your own example?**

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# Emotive Language

Emotive language uses words and phrases that invoke an emotional response. This could make the audience feel guilty, angry, happy or relaxed. It is important to choose these words carefully to create an appropriate response.



Can you think of your own example?

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# Rhetorical Questions

Rhetorical questions ask your audience something that you want them to think about, but do not require a response. They're usually a great opener for a piece of persuasive writing.



Can you think of your own example?

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# Repetition

**In theory, the more something is repeated, the more memorable it will be. Groups of three repetitions are the most effective when trying to be persuasive. They can emphasise a point or make the statement memorable.**



**Can you think of your own example?**

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# Strong Language

The use of strong language means to use definite and confident language such as ‘without a doubt’ or ‘everybody knows that...’. Using modal verbs, such as **must**, **will** and **can**, sounds stronger than using modal verbs like **should**, **could** or **may**.



Can you think of your own example?

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# Direct Address

**Directly addressing your audience through the use of personal pronouns draws them in and engages them in the message you are trying to communicate. It makes it sound as if you are talking directly to them.**



**Can you think of your own example?**

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# Exaggeration, hyperbole and superlatives

These techniques are where the writer has made the subject sound much better (or worse) than it actually is. Using a superlative adjective to say something is the tastiest, strongest or smelliest can have a powerful persuasive effect.

Can you think of your own example?

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# Persuasive writing Task

Today you will be looking at sentences to identify persuasive writing techniques. You will also be using these techniques to come up with your own sentences.



Take a look at the persuasive slogans and statements on the cards.

What persuasive technique has been used?

Using the persuasive techniques, come up with your own sentence for each one.

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