

Persuasive Writing Guide

We use persuasion in many parts of life. Persuasion is used in advertising, debate and arguments. When was the last time you asked someone for something? You probably used persuasion then.

AFOREST is a great way to remember the techniques you should try to include when you are persuading. Whether you are producing a leaflet, a letter, an essay or a speech, AFOREST will help. There's a reminder at the bottom of the page to help.

Leaflet

Leaflets are usually used to present information. People need to be able to read them clearly. They are often used to advertise. Alliteration is great for using in the title of advertising; it often draws people's eyes and sounds catchy. People remember alliterative phrases.

Think about different ways to present information clearly. You might use: bullet points, charts, pictures, graphs and maps to support your points. Rhetorical questions work really well for getting people to think about information in leaflets.

Think about how the audience is going to respond to your leaflet. Does it have all the information they need? Is there a reason for them to pick it up? What will they remember from it? Have you used AFOREST?

Speech/Essay

Paragraph 1: Address your audience confidently (if giving a speech). Consider the tone and purpose of your speech/essay. If this is a speech, your language may be slightly more informal and more conversational, depending on the purpose of the speech. An essay should always use formal language. The formality of the language you use needs to be judged on your audience and task.

Outline your argument: you might like to state your viewpoint. Alternatively, using a question often gets your audience thinking.

Paragraph 2: Outline your first point, using statistics or facts to support this. Explain how this proves your argument. Use fronted adverbials to introduce each paragraph.

Paragraph 3: Outline your second point, using techniques such as alliteration and emotive language. Alliteration helps the reader remember your point, while emotive language stirs a reaction in them. Always link back to your main argument.

Paragraph 4: Acknowledge opposing views; say that you understand that not all people agree with your viewpoint. This is your opportunity to undermine their argument(s). Again, link back to your main argument.

Paragraph 5: Use your last point. You might like to use an anecdote to illustrate this. Again, link back to your main argument.

Paragraph 6: Conclude with a strong and clear message. Sum up your key arguments. Be succinct – avoid rambling. Address the reader personally, using pronouns, and make sure the last line has impact.

Letter

Use a formal letter layout: address and date on top right-hand side. Use a formal passive voice.

Ensure your letter is clearly divided into paragraphs. Use fronted adverbials to introduce points. Use facts and statistics to support your points. Use AFOREST throughout.

- A** Alliteration
- F** Facts
- O** Opinion
- R** Rhetorical questions
- E** Emotive language
- S** Statistics
- T** Three (rule of)

