

persuasion

examples

adverts
brochures
political speeches

purpose

to promote a particular point of view
or argument with the intention of
making people think or act in a
certain way

structure

an opening statement (thesis)
the arguments (often in the form of
points)
a summary and restatement of the
opening position
use of image to attract attention
use of different size fonts

language

simple present tense
focusing mainly on generic human
participants
mostly logical rather than temporal
conjunctions therefore not
chronological
emotive language and linking phrases

non-fiction text