



TOP GRADE PERSUASION

Tips for exam success





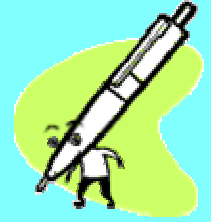
PERSUASION



- In your exam you might be asked to pick out persuasive features from a text and also to write to persuade.
- It is easy to learn the features of persuasion and to spot them in text.
- If you also practise writing to persuade you will do well in your exams.



The Art of Persuasion



- Some texts are written to persuade the reader to think or do something.
- The aim is to make the reader think or act in a particular way.
- For example:
 - *Advertisements* ➔ *buy now!*
 - *Health posters* ➔ *look after yourself / make changes*
 - *To persuade in words, writers can use a range of techniques.*



The Art of Persuasion

- **Encouragement to think positively**
- **Assertion - a point of view expressed as fact**
- **Use of appealing descriptive language**
- **Addressing the reader directly - YOU**
- **Appeal to the senses**
- **Appeal to the head**
- **Appeal to the heart**
- **Rhetorical questions**
- **Commands**
- **Hard evidence – statistics**
- **Opinions**
- **Incentives - rewards, offers**
- **Rule of three – statement made and reinforced three times for maximum effect**
- **Exaggeration**





The Art of Persuasion

Spot the persuasive features in the text

We believe that three hours of homework a night is the key to success. Fifty per cent of students agreed. They know completing homework means they will do well and the facts prove it. GCSE results show students who complete homework do 25 per cent better than students who don't. Of course three hours' homework a night might seem a lot, but you know that a temporary inconvenience in time will make a difference to your life chances. Homework equals success.



The Art of Persuasion

Addressing the reader directly – personal pronouns

Hard evidence

We believe that three hours of homework a night is the key to success. **Fifty per cent** of students agreed. They know completing homework means they will do well and the facts prove it. **GCSE** results show students who complete homework do **25 per cent** better than students who don't. **Of** course three hours homework a night might seem a lot but **you know** that a temporary inconvenience in time will make a difference to your life chances. **Homework equals success.**

Appeal to the head

Assertion



● ● ● | THE FEAR FACTOR

TO PERSUADE YOU SHOULD USE

F.E.A.R.





THE FEAR FACTOR

In the exam, write the heading **FEAR** on the top of your exam paper. This will help you to organise your ideas.

FEAR STANDS FOR:

F - Facts

E - Exaggeration and emotive language

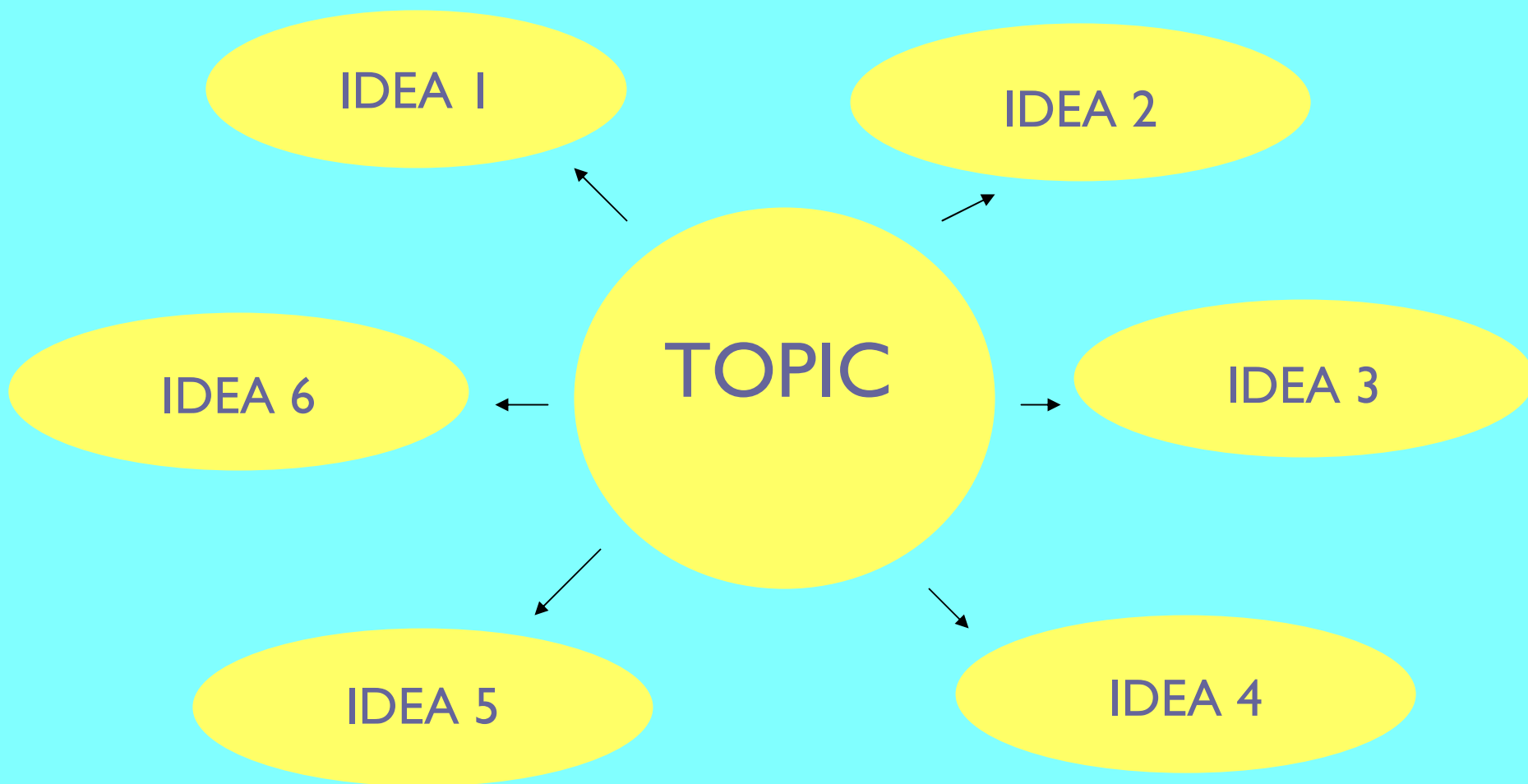
A - Assertions and anecdotes

R - Rhetorical questions

Planning your answer will help. You should come up with about six ideas.



FEAR planning



Writing task

Using the planning format and your notes on persuasion, choose one of the following tasks and plan a six paragraph argument:

- 1) **Students should have three hours' homework each night.**
- 2) **In Y11 all students should be in bed by 9pm.**
- 3) **All pupils should wear uniform.**
- 4) **All pupils should wear yellow uniforms.**
- 5) **Watching TV during Y10 / Y11 should be banned.**
- 6) **Chocolate should be removed from shelves across the country to encourage people to be healthier.**
- 7) **Junk food should be rationed or quadrupled in price IMMEDIATELY.**



You might disagree with one or all of these tasks but this will add to the challenge to come up with powerful arguments that persuade your reader that you are right!

