

Persuasive Writing

Learning Objective: To recognise persuasive writing techniques.

Task: Match the persuasive technique and what they mean.

Ways to persuade the reader	Meaning
Personal language	A sentence that makes things seem better or worse than they really are.
Emotive language	A short funny or interesting story about the writers real-life.
Rhetorical question	When something is said again for effect. For example, the ice caps are melting repeated twice in a piece of writing.
Say it again (Repetition)	Make sure your writing is friendly and respectful of other views.
Undermine	When words like you and your are used to connect to the reader to make them feel special.
Anecdote	Questions that do not need an answer but grab the attention of the reader and makes them think.
Direct language	These are words that make the reader have strong feelings.
Exaggeration	

Task: Highlight the **PERSUADE** techniques in the paragraph

Why do we need to care about climate change?

Climate change is when the weather a place normally has changes. For example, last year, my house was flooded when Swansea experienced extreme storms and flooding. But why is it important? Well, the planet is warming up causing animals to lose their homes like, polar bears whose homes are melting away with the warming temperatures. But there are some people that do not believe in global warming because it is cold outside. The planet is heating up across a long time. This is the climate. The weather can change each day and the planet is still warming up. For example, over the last five years it has been the hottest on record. You can help to stop this! If we turn off lights and lower our water wastage, we can save energy. This helps to save the planet. One light switch can change the world. I believe we have one planet, and we need to protect it. Don't you agree?

