

Persuasion Power: The Art of Convincing

Be Bold, Be Brilliant: Unleash the Power of Persuasion!

- How can using emotive language make your reader feel differently about a topic?
- Why do writers include rhetorical questions to engage their audience?
- What is the purpose of using imperative verbs (bossy verbs) in a persuasive text?
- How does using facts and statistics help to justify your opinion to a reader?
- Why must you consider your target audience before you start writing?

Did you know? Did you know? The ancient Greeks called the art of persuasion 'rhetoric'. Great speakers like Leo the Lion use these techniques to inspire their friends, ensuring every word they write is as powerful as a mighty roar!

Key vocabulary: Emotive language · Rhetorical question · Exaggeration · Imperative verbs · Opinion · Evidence · Target audience