

Persuasive Writing: Master the Art of Persuasion!

Be bold, be bright, and write to ignite! Can you convince your reader to see the world your way?

- How can you use emotive language to make your reader feel a specific emotion about your topic?
- Why is a rhetorical question a powerful tool for engaging the reader without needing an immediate answer?
- How do modal verbs like 'must', 'should', or 'will' help to make your argument sound more confident?
- Why is it important to include both facts and opinions to build a trustworthy argument?
- How does 'direct address' (using the word 'you') make the reader feel like the text was written especially for them?

Did you know? Did you know? Persuasive writing has been used for thousands of years! Ancient orators used 'rhetoric'—the art of speaking or writing effectively—to win debates in public squares. Even today, the best persuasive pieces rely on a mix of strong facts and powerful feelings to get their point across.

Key vocabulary: Emotive language · Rhetorical question · Exaggeration · Modal verb · Direct address · Opinion · Evidence