



Persuasive texts

A persuasive text is a text that is constructed to **make you do** something. For example:

- An advert may want you to **buy** something.
You may write a letter to **persuade** a friend to go on holiday with you, or to try and get off a parking ticket.

Persuasive texts may use:

- Repeated words.
- Text in capital letters.
- Exclamation marks.
- Rhetorical questions (questions where no answer is needed).
- An emotional, one-sided argument.
- Humour.

Examples of persuasive texts

SPECIAL OFFER! Buy today! Would you want to miss this **SPECIAL** offer? Phone **NOW**...

I really think you need this holiday. You've been working very hard lately and are so worn out. Just think how nice it will be to lie on the beach in the sunshine.