

Persuasive text vocabulary

Some persuasive texts use **emotive words**

such as:

- fear
- irresponsible
- disappointed
- excellent
- awesome
- nervously
- delighted
- concerned
- terrible
- overjoyed
- rude
- sad

Conjunctions

show connections.

Use words or phrases such as:

- different from
- as well as
- because
- similar to
- however
- and
- while
- such as
- like
- as soon as
- in order that
- for example
- furthermore
- besides
- so
- if
- for
- or
- unlike
- since

Use mainly **present tense verbs**

such as:

- am
- is
- are

Adverbs

show reasons and causes.

Use words or phrases such as:

- for that reason
- as a result
- therefore
- consequently
- so
- thus
- due to these factors

Ordinals

show that each idea or argument has been carefully thought about and listed in order of importance. Use words or phrases such as:

- finally
- in the first place
- previously
- after that
- second/secondly
- first/firstly
- next
- soon

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Persuasive writing.

You are going to write a piece persuading a fast-food addict to change their ways and eat healthy food and stop drinking fizzy drinks. You must be strong and clear in how you do this. Be clear about your opinions and how you feel.

Then provide good evidence to back up what you are saying. You'll have to find these facts.

Use paragraphs effectively. Each new element of your argument should start with a new paragraph.

Play on your audience's feelings. Use strong and emotive language but never become irrational.

Persuasive texts are always written in the present tense.

The poster above will help you with the language you use.