Lesson 2 Writing to Persuade

When you write to persuade, your goal is to influence the reader's point of view. Perhaps you want the reader to reconsider an opinion. Or perhaps you're trying to convince the reader to do something (vote) or to stop doing something (littering).

A. Think about the different purposes of various kinds of writing. Then study the items below and circle only examples of persuasive writing.

- wedding announcement
- car repair instructions
- anti-smoking poster
- army recruitment brochure
- lost-and-found ad
- dialogue for a play
- newspaper editorial
- employee handbook
- movie review
- political speech
- gardening manual
- narrative poem

B. Suppose you are assigned to write a weekly editorial column for your school newspaper. What ideas do you want to promote? What issues are most important to you? Express your viewpoint by writing two persuasive sentences about each topic.

1. school uniforms

2. teacher's pets

3. the grading system

4. the food in the cafeteria
C. *Demand* and *beg* are two quite different verbs that describe persuasive action. There are many others. Think about the verbs in the box. Then number them from 1 to 4 to rank the intensity of persuasion from weakest to strongest.

Now read the statements below. Then write T (threaten), P (plead), E (entice), or R (recommend) to identify the different forms of persuasion.

1. ____ \textsc{BIOHAZARDOUS ZONE. Do not enter!} Violators will be prosecuted.
2. ____ \textsc{Free hot dogs and soft drinks at our Grand Opening Celebration!}
3. ____ \textsc{Simple baking soda is an effective remedy for heartburn.}
4. ____ \textsc{My behavior was inexcusable. Please forgive me!}

D. Now write two original sentences as an example of each form of persuasion.

1. a \textit{recommendation}

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2. a \textit{plea}

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3. a \textit{threat}

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4. an \textit{enticement}

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