Persuasion

Purpose: to argue a case for a particular point of view, persuading others

Examples

- Adverts

- Answers to questions

- Leaflets

- Brochures

- Posters

Structure

- Often begin with a question

- Clear presentation of the point being argued

- Arguments

- Summary of the arguments followed by a restatement of the opening arguments

Language Features

- Present Tense

- Use temporal conjunctions

- Exaggeration and Flattery

- Catchy names and slogans