



# What is Persuasive Writing?

## Seven Steps Writing Tips

You may have heard the term Persuasive Writing in relation to NAPLAN, but what exactly is it and how does it differ from Narrative Writing?

A persuasive text is designed to convey the writer's point of view. It could be formal or informal and could draw on the writer's personal experience or demonstrate acquired knowledge about a particular subject or issue.

The main structural components of the persuasive text are:

- introduction
- 3–5 body paragraphs (arguments)
- conclusion.

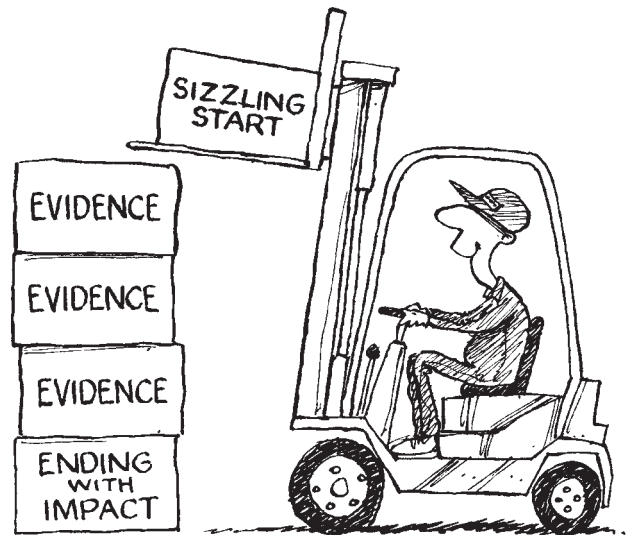
There are different styles of persuasive topics which require different types of response:

- arguing for or against a statement, e.g. Cats are better than dogs.
- advertising or recommending something, e.g. your school, a great book, a particular sport, etc.

Narrative and persuasive texts are quite distinct from one another because of their aim or purpose. A narrative text aims to tell a story, while the purpose of a persuasive text is to put forward a point of view about a particular topic and actively persuade.

### TOP TIP:

Use the introduction and the conclusion wisely. Don't just repeat what you are going to say in your body paragraphs. A Sizzling Start and an Ending with Impact are essential if you want to persuade the reader.



### ACTION ACTIVITY:

Collect your junk mail and discuss the purpose of each item with your children. What are they trying to persuade you to do? What do they all have in common? Do they have a Sizzling Start or headline to catch your interest?

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[www.sevenstepswriting.com](http://www.sevenstepswriting.com)

Email: [office@sevenstepswriting.com](mailto:office@sevenstepswriting.com)

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