

### Writing to argue, persuade or advise

	Argue Argue the case and fight for your point of view	Persuade Persuade someone to do something	Advise Advise someone
When to use it	<ul style="list-style-type: none"> <li>✚ Pamphlets</li> <li>✚ Newspaper articles</li> </ul>	<ul style="list-style-type: none"> <li>✚ Leaflets/Posters</li> <li>✚ Speeches</li> <li>✚ Letters</li> </ul>	<ul style="list-style-type: none"> <li>✚ Recipes</li> <li>✚ Manuals</li> <li>✚ Letters</li> </ul>
What writing style to use	<ul style="list-style-type: none"> <li>✚ <b>Judgmental/Emotive language</b>, e.g. 'outrageous', 'disgraceful' or 'unbelievable'</li> <li>✚ Variety of sentence lengths</li> <li>✚ <b>Diplomatic, no blame - addressing</b> of 'people' or 'society' - known as third person generic</li> <li>✚ <b>Subordinating clauses</b>, e.g. 'if', 'unless' or 'because'</li> <li>✚ <b>Sequential connectives</b>, e.g. 'First', 'Secondly' etc</li> </ul>	<ul style="list-style-type: none"> <li>✚ Use emphatic Language, e.g. 'Of course', 'Naturally', 'Obviously'</li> <li>✚ Use <b>emotive Language</b> 'appalling', 'incredible'</li> <li>✚ Use the <b>second person</b> to involve your audience</li> <li>✚ Use short sentences for maximum impact</li> <li>✚ Rhetorical devices (repetition, <b>tripartite rule</b>, <b>parallel structures</b>, alliteration, personal involvement, audience involvement, rhetorical questions etc.)</li> </ul>	<ul style="list-style-type: none"> <li>✚ <b>Use imperatives - orders</b></li> <li>✚ <b>Use prepositional phrases</b>, e.g. 'next to you', 'before you'</li> <li>✚ Use mostly active sentences</li> <li>✚ Use a <b>colon</b> before lists</li> <li>✚ Use the <b>second person</b> (you)</li> <li>✚ <b>Use connectives to sequence things</b>, e.g. 'First', 'Secondly' etc</li> </ul>
How to structure it	<ul style="list-style-type: none"> <li>✚ <b>Begins with a powerful statement about position</b> followed by <b>topic sentences</b> with supporting points via PEEL</li> <li>✚ Clear summary and dramatic final statement for impact.</li> <li>✚ Sustained point of view for the reader</li> </ul> <p><b>Example task: write a news article arguing for the reduction in school hours</b></p> <p><i>In a world where independent study is increasingly valued, is it not <b>appalling</b> that pupils still spend far too many hours within school on valueless activities?</i></p> <p><i>Firstly, <b>society</b> expects our children to cope with numerous lessons and hours spent in an uncomfortable learning environment. The expectations of passing too many exams with too little study time is <b>outdated</b> and <b>barbaric</b>. <b>If</b> we continue to jail our children in <b>suffocating, ugly</b> classrooms how can we expect them to succeed?</i></p> <p><i>Finally, children are treated as <b>second class citizens</b>; not allowed to use the toilet, <b>forced</b> to remain silent and made to perform in front of their peers. This cannot go on.</i></p>	<ul style="list-style-type: none"> <li>✚ Begin with a <b>powerful and clear statement</b></li> <li>✚ Present your argument</li> <li>✚ Elaborate on your argument</li> <li>✚ Repeat your argument and statement</li> <li>✚ Summarise</li> <li>✚ Conclude clearly</li> </ul> <p><b>Example task: write a speech addressing school governors on the subject of the abolishing of uniform.</b></p> <p><i>Parents, teachers and school governors, I am speaking to you this evening in an effort to convince you that our school should abolish school uniform.</i></p> <p><i>Have <b>you</b> ever wondered why we wear uniform? <b>Nurses, school children and prisoners have this in common - uniform. <u>Instead of being the same, we should be different. Instead of looking the same, we should look different. Instead of being one mass of pupils, we should be allowed to be the individuals that we really are.</u></b></i></p>	<ul style="list-style-type: none"> <li>✚ Sequential</li> <li>✚ Clear unfussy central layout</li> <li>✚ Easy to scan for next instruction</li> </ul> <p><b>Example task: write an advice sheet for people with asthma</b></p> <p><i>So you have asthma. There is nothing to worry about but there are some precautions you need to take:</i></p> <p><i><b>Firstly</b>, avoid respiratory infections where possible</i></p> <p><i><b>Then</b>, always remember to take your preventative inhaler as advised by your doctor</i></p> <p><i><b>Always</b> keep your blue inhaler next to you</i></p> <p><i><b>Finally</b>, contact your G.P. or even the hospital if you are concerned.</i></p>