

Persuasive writing - starter ideas

The intention of persuasive writing is to influence the reader to change the way they think or act. The writer tries to convince the reader through giving advice, giving examples, and making a strong argument. In persuasive writing, the author states and supports an opinion and then tries to get the reader to agree or take an action.

Possible activities:

- write an editorial for a newspaper giving an opinion, supported by reasons and examples
- write a book review that will make others want to read a particular book
- find an advertisement that bothers you, and write a letter to the company that will persuade them to change the advertisement.
- write a letter to the editor of a newspaper, giving your point of view on an issue in the news
- imagine the school has banned something you enjoy. Write a letter that will convince the teachers to change their minds.
- create a new trend for a group (like children your age) - a fashion, a toy, something to collect - and write an advertisement for it
- write a review of a TV programme or movie
- write a proposal for a movie that you would like to make
- write about your favourite music group and why they are so special
- write a letter to a politician about a current issue
- write to a company to make a suggestion of how they could improve their product
- design a rating system for books, TV shows or movies, and explain how it will convince people to make better choices
- write some advice for your parents about a parenting issue
- write about someone who is an important role model
- write a good review of a show, and a bad review for the same one