Objective: Identify the features of a persuasive text (biased argument).

* Write a persuasive essay.

**What is a persuasive text?**

The term “persuasive” is an [adjective](https://literarydevices.net/adjective/) derived from [verb](https://literarydevices.net/verb/) “persuade,” which means “to convince somebody.” A persuasive [essay](https://literarydevices.net/essay/) is full of all the convincing techniques a writer can employ. It presents a situation, and takes a stand – either in its favor, or against it – to prove to readers whether it is beneficial or harmful for them.

* **Features of persuasive text:**
* The purpose is to persuade the reader to do or believe something.
* Uses biased or emotive language.
* Usually written in the present tense.
* Repetition of keywords.
* Adjectives and phrases – descriptive, emphatic, feeling words that appeal to the emotions: *Wonderful, beneficial, amazing, excellent, terrible, horrible, cruel, unjust, endangered, unwise, attractive, frightening, perfect, highly recommended, practical, sensible, the best way, useful, the only path, the obvious solution* …
* Personal voice with action verbs: I *like, I think, I believe, I do not believe, I urge you, you should, shouldn’t, we should, could, must, must not, we need to…*
* Opinions sound like facts.
* Alliteration or rhyme, especially in the title or the last statement or sentence to make better images in the reader’s head.

*Exercise is exhilarating Plastic will never ever go away.*

* Conclude with a summary and repeat the case you want your reader to consider.
* Use formal language away from being sarcastic or unreal.
* Use Figurative language, metaphor to enhance your argument

*… is driving me up the wall, Littering is a sickness, Eating junk food is like jumping off a cliff.*

* Use Connectives to link ideas. 