

ESLEO

The Art of Persuasion

The purpose of persuasive writing is to prove to someone that your ideas are true or correct. It is also used to convince someone to do something that they normally wouldn't do.



For example- **convincing someone to quit smoking or drinking**
Convincing someone to exercise more frequently
Proving that aliens are real
Proving that vaccines are or are not safe.

A persuasive text must have a thesis statement, which is a sentence that states your opinion or main argument.

For example- **People should exercise at least one hour each day, to improve their physical and mental health.**

The supporting details in a persuasive text should give reasons and examples to support and prove the thesis statement.

For example- **While exercising, our bodies release endorphins, which are hormones that makes us feel less pain, and improve our mood.**

The strongest supporting point should be presented last. This is the last point that your audience will read, so you should make sure that it makes a big impression.

Always consider your audience- your language and the types of arguments will be different depending on whether you are writing to a child, and older person, doctor, or even a teacher!

Think about the best arguments that you have ever heard. What have people said to you to make you change your mind, or even do something that you didn't want to do. Try using those techniques in your own writing!