

Writing Persuasive texts

Checklist for improving your work

<i>Have you included....</i>	Yes
superlatives and comparatives? <i>(biggest..greatest...most amazing...more exciting than...utterly fantastic...ace...)</i>	
second person address? <i>(You will be amazed when.... You really should....)</i>	
rhetorical questions? <i>(Why don't you try it? What are you waiting for? Have you ever...?)</i>	
patterns of three? <i>(disastrous for you; disastrous for your family; disastrous for life on earth)</i>	
emotive or exaggerated language? <i>(our planet is dying...the earth is begging for your help...)</i>	
vivid imagery? <i>(Beijing is being swallowed by a thick black cloud of pollution.)</i>	
repetition of key words, points and ideas?	
a variety of sentences for effect? Simple and dramatic = <i>There will be no more fish.</i> Compound = <i>Plastic is harming fish and also harming sea birds.</i> Complex = <i>We are not only killing the fish; the poisoned fish that are left are killing us.</i>	
a variety of tenses and verb types as appropriate? Present perfect = <i>Have you ever wondered...?</i> Present simple = <i>I am really worried about the planet.</i> Future forms = <i>What will happen to the next generation?</i> <i>How are we going to solve these problems?</i> Past simple = <i>For most of our history, people didn't drink bottled water.</i> Modal verbs = <i>We should do this. People ought to take more care. The planet might die.</i> Passives = <i>Our planet is being destroyed. Seabirds are going to be wiped out.</i>	
personal references or anecdotes? <i>(I couldn't see across Tiannanmen Square, the pollution was so bad.)</i>	
evidence, examples and/or statistics? <i>In London in 1952, four thousand people died in a few days due to the high concentrations of pollution.</i>	
humour to get the audience on your side? <i>Don't get me wrong. I'm as lazy as the next guy.</i>	