A guide to
PERSUASIVE
WRITING

(to) persuade someone:

- to make someone believe that something is true
  - to convince someone (of sth. – that sth.)

All schools should be obliged to offer free WiFi to their students.

1. *Make sure you understand the task.*

2. Write a good introduction that captures the reader's attention.
(easy way out: refer to the question)

3. At the end of the introduction, state your *opinion*.
(topic sentence)

Opinion

 All schools should be obliged to offer free WiFi to their students.

4. In the next paragraph, give a *reason* for your opinion.
(= Why do you think so?)

Opinion

Reason

5. Find one or two good examples to support your argument.

(more examples = more convincing)

Opinion

Reason

Examples

6. Add another paraghraph with another reason and more examples.
(And maybe even a third paragraph.)

Opinion

Reason

Examples

All schools should be obliged to offer free WiFi to their students.

7. Write a conclusion. Sum up your opinion again.

Opinion

Reason

Examples

Opinion

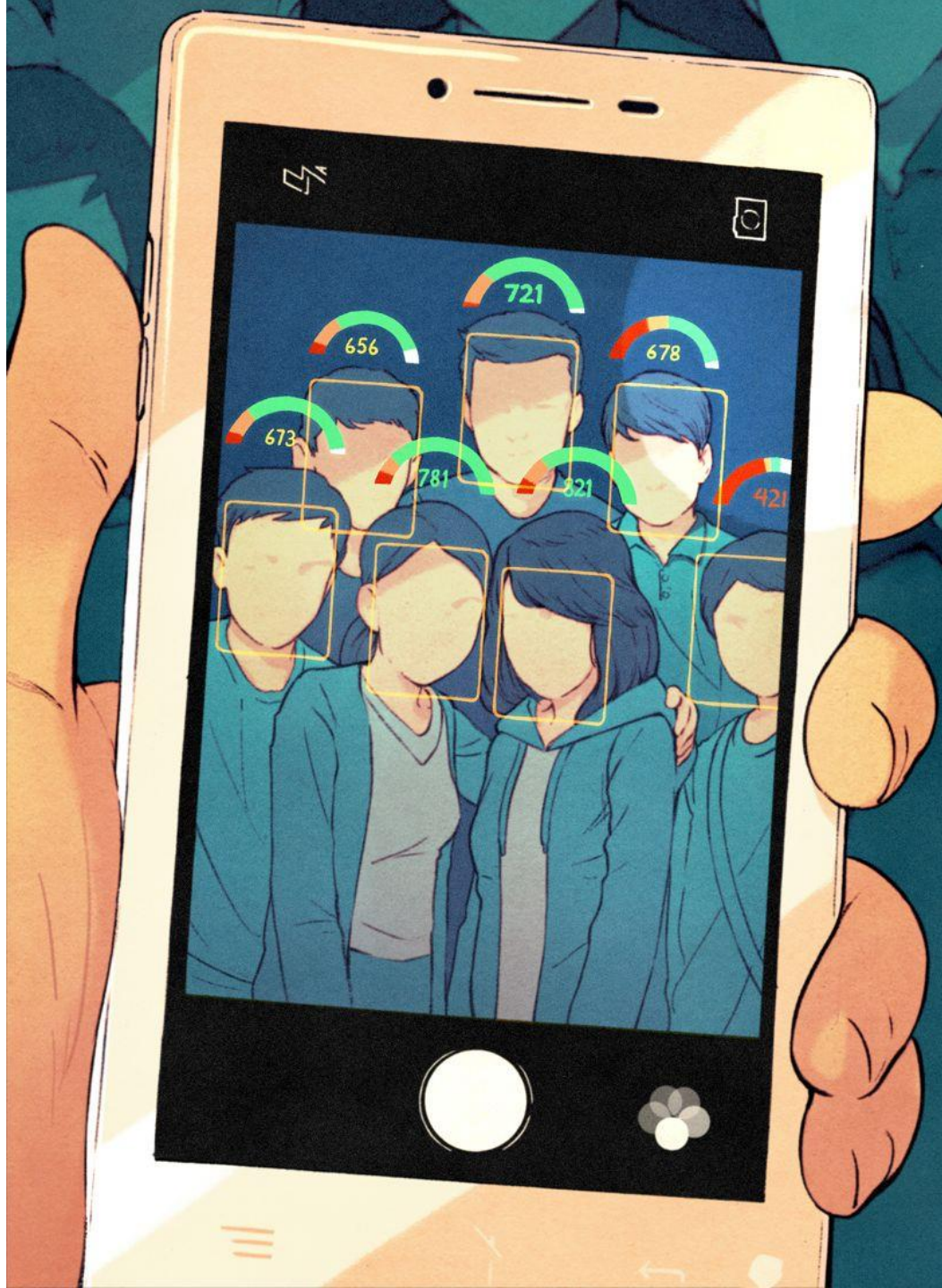All schools should be obliged to offer free WiFi to their students.

Done!

Opinion

Reason

Examples

Opinion

Germany should introduce a social rating system like China.