

School of *ethique* - Environmental Studies

When writing to persuade, the aim is to convince the reader to do something, change something or stop doing something. A good example of the persuasive form is Greta Thunberg's speeches about why it is so important to protect the environment and halt climate change – but persuasive writing can also take the form of an advert, article or letter.

Why not try writing a persuasive speech or letter on the other side of this paper?

Think about:

- **Who are you trying to persuade and what would you like to persuade them to do?**

Perhaps you're writing a letter to a business to persuade them to use less plastic, an article for the local paper to persuade readers to recycle more, or a speech for a climate change rally to persuade people to join your cause.

Thinking about your audience and why they behave the way they do can help you find the arguments that will be most likely to persuade them.

- **What kind of language is most persuasive?**

Although referring to factual information is an important part of writing to persuade, using personal and emotive language is most persuasive.

Personal language connects the issue to the reader by making them a part of it, using words like 'you' and 'yours'. For example: '**You** might be surprised to hear how many species go extinct in a single week.'

Emotive language makes an impact on the reader by using strong, emotional words. For example: 'Animals around the world are **suffering** because their habitats are being **destroyed**.'

Rhetorical questions are questions used to make a point or have an impact, rather than because the answer is unknown. For example: '**What will it take to stop businesses using unnecessary plastic packaging?**'

Showing **confidence** in the point you are making is essential to persuade the reader. For example, rather than saying, 'I think it is essential to stop polluting the oceans with plastic' you can say, '**It is** essential to stop polluting the oceans with plastic.'

- **How can you make your points feel real?**

Giving specific examples and anecdotes that illustrate your point can be very persuasive. For example: 'When I was younger, the beach was a beautiful place. Today, it is strewn with rubbish left by thoughtless visitors.'

