**GRADE 10 ENGLISH LANGUAGE**

**Persuasive Writing- Introduction**

**Choosing a Topic**

You have opinions on many different questions. For example, do you believe that it is right or wrong to kill animals so that people can wear fur? Do you think that the government should ban the use of chemicals that may be changing the earth’s climate? Or should the government wait for more evidence to come in?

Those particular questions may not matter much to you, but you may feel strongly about other issues that would be good topics for a persuasive essay. Before you choose a topic, think about these questions.

1. Is the topic important to you?
2. Do you have an opinion on the topic?
3. Do people have different opinions about the topic?
4. Is there an audience for you to convince?

**An Important Topic**

 You may write about a topic of local interest, such as the need for a traffic signal at an intersection in your town. Or you may choose a topic of national interest, such as whether U.S. companies should sell advanced weapon systems to other countries.

 Whatever topic you choose should matter to you, and it should be important enough to argue about. You will not change your readers’ minds about a question of personal taste. For example, you cannot persuade a cat owner that dogs are better pets than cats. Do not even try. But you might want to argue for or against clearing the streets of all stray dogs and cats.

**Facts and Opinion**

When writing the persuasive essay, it is important to remember the difference between an opinion and a fact. An opinion is a belief or a point of view. People can have different opinions about the same subject. For example, some people think that all teenagers are excellent drivers, but others believe that all teenagers are terrible drivers. You cannot prove that either opinion is true-or untrue.

A fact, on the other hand, is a statement that can be checked. You can prove that a fact is true or false. It is a fact, for example, that insurance companies charge teenagers a higher premium than older drivers.

Kinneavy, J.L., & Warriner,J.E. (1993). Elements of Writing. Fourth Course

**Definition of Persuasion**

1. The action or fact of persuading someone or of being persuaded to do or believe something.

"Monica needed plenty of persuasion before she actually left"

*synonyms:*

[coaxing](https://www.bing.com/search?q=define+coaxing&FORM=DCTRQY) · [persuading](https://www.bing.com/search?q=define+persuading&FORM=DCTRQY) · [coercion](https://www.bing.com/search?q=define+coercion&FORM=DCTRQY) · [inducement](https://www.bing.com/search?q=define+inducement&FORM=DCTRQY) · [convincing](https://www.bing.com/search?q=define+convincing&FORM=DCTRQY) · [blandishment](https://www.bing.com/search?q=define+blandishment&FORM=DCTRQY) ·

1. a belief or set of beliefs, especially religious or political ones.

"writers of all political persuasions"

*synonyms:*

[belief](https://www.bing.com/search?q=define+belief&FORM=DCTRQY) · [opinion](https://www.bing.com/search?q=define+opinion&FORM=DCTRQY) · [conviction](https://www.bing.com/search?q=define+conviction&FORM=DCTRQY) · [faith](https://www.bing.com/search?q=define+faith&FORM=DCTRQY) · [certainty](https://www.bing.com/search?q=define+certainty&FORM=DCTRQY) · [certitude](https://www.bing.com/search?q=define+certitude&FORM=DCTRQY) · [view](https://www.bing.com/search?q=define+view&FORM=DCTRQY)

**Content:**  Types of persuasion

1. Personal Opinion: This is the most common as everyone has opinions. Persuasive speech would utilize here. Persuasive speeches aim to convince the audience to believe a certain view. It appeals to the audience sense of logic and sense of emotion.
2. Editorials: This is the stance taken by the publisher of a newspaper on a particular topical issue. It may be on roads, politicians, transportation system etc. An Editorial usually presents a problem and offers a solution.
3. Letters to the Editor: These are letters of opinion and complaints. Written to the newspaper by readers as a means of making their ideas known. A complaint or solutions to a particular problem.
4. Columnist: Every newspaper has writers whose columns are featured on a regular basis.
5. Reviews: These could be books, movies, stage shows and concerts. The people who write these reviews are very familiar with the items they review but the opinions are their own.
6. Advertisements: These usually are intended to sell or notify the public about coming events. Print advertisements rely heavily on various devices to get their message across. Some of these include:
7. Pictures
8. use of white space
9. graphs
10. captions
11. literary devices: puns alliteration, metaphors, similes and rhymes
12. exaggeration
13. comparison and contrast
14. repetition
15. statistics
16. use of well-known personalities
17. slogans, catchy phrases
18. colour
19. Scare tactics.

 **Activity**

Write an example of each of the following persuasive device: pun, alliteration, metaphor, simile and rhyme, exaggeration.