What is Persuasive Language?

Persuasive language or text is written in order to make the reader do something or convince them. Many pieces of writing use persuasive language such as reviews, proposals, adverts, brochures and editorials.

Writing Persuasive Adverts

The PowerPoint is designed to teach your child about writing persuasive adverts. The resource features all sorts of helpful prompts and tips for writing adverts, including examples of persuasive language used in the industry.