

Persuasive Text: Anchor Chart

What does a persuasive text look like?

- It includes emotional statements.
- There may be graphs, pictures, or statistics that are focused on persuading the reader.
- There is a strong “call to action.” There is something the writer wants the reader (or viewer) to do.
- It is sometimes difficult to tell the difference between fact and opinion.
- I might not be sure if the information is fair and balanced.

Things I can expect to find in persuasive text:

- Strong statements
- I might not expect to hear both sides – the speaker may present only one side of the issue/argument.
- The speaker wants me to agree.
- It is clear how the speaker feels about the issue.

How is persuasive language different from an argument or a narrative?

- Narrative writing tells a story. A persuasive text might use a story to introduce the issue, but the focus is not on the story. The story may help to persuade if it’s emotional.
- Argument texts give both sides of an issue and address opposing ideas. The speaker tries to present all the arguments in favor and opposed. There may be more research to support the issue.