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| **Persuasive Writing** | |
|  | **Language of power** |
|  | **Point of view** |
|  | **Reasons** |

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| What you feel or think can be important in getting people to understand your ideas or why you want to do something. Because of this, what you think or feel is important in persuading others. |
| The words and sentences we use to persuade have power. Some words and sentences have more power to persuade than others.  For example, the phrase ‘experts agree’ has more power than ‘I think’ because the idea is backed by experts. |
| When you put forward your ideas it is important to give reasons for your point of view. Giving reasons is like providing evidence for why your point of view is right. Because of this, providing reasons is important in convincing others to agree with you. |