

Persuasive Writing Techniques

English

Level 2 Writing

Using language features in *your own* writing · 4 parts · 30 marks

Why this matters

Most Level 2 writing tasks ask you to persuade: convince a manager, win over readers, get people to sign up. Examiners award marks for "language appropriate to purpose and audience" – in a persuasive task, that means **deliberately** using techniques, not just stating your opinion. The good news: you already know the techniques from the Reading paper. This sheet is about switching them on when you write.

The AFOREST checklist

A	Alliteration – "bigger, bolder, better"	E	Emotive language – "exhausted parents", "shameful waste"
F	Facts – "The café closes at 3 p.m."	S	Statistics – "7 in 10 members..."
O	Opinion (stated confidently) – "This is the wrong decision."	T	Triples (rule of three) – "cheaper, greener, quicker"
R	Rhetorical question – "Who wouldn't want that?"	+	Direct address ("you"), imperatives ("Act now"), expert opinion

Part 1 – Name the technique (6 marks)

These sentences come from a letter persuading a council to keep a youth club open. Name the main technique in each.

- "Every Friday, 84 young people walk through those doors."
- "Do we really want them on the streets instead?"
- "The club is safe, supportive and completely free."
- "You have the power to change this."
- "Closing it would be a heartless, short-sighted mistake."
- "PC Rahman, our local officer, says the club has 'cut antisocial behaviour in half'."

Part 2 – Upgrade the sentence (8 marks)

Each sentence below is flat. Rewrite it using the technique in brackets. Keep the meaning the same.

7. The new car park is quite far from the shops. **(rhetorical question)**

8. The training was useful. **(rule of three)**

9. Some people use the library. **(statistic – invent a realistic one)**

10. Litter on the beach is a problem. **(emotive language)**

Part 3 – Build a persuasive paragraph (8 marks)

Task: Your workplace is thinking of stopping the free fruit it provides for staff. Write **one paragraph** (70–100 words) persuading your manager to keep it. Use at least **four** different techniques from the AFOREST list and label them in the margin.

Techniques I used:

Part 4 – Match the technique to the audience (8 marks)

Techniques are not one-size-fits-all. Tick ✓ if the technique suits the task, ✗ if it would be wrong for that audience, and give a reason.

Task	Technique	✓ / ✗ and why
Formal letter to your MP about hospital parking charges	Slang: "the charges are a total rip-off"	
Article for a student newsletter about joining the gym	Direct address: "You'll feel the difference in a week"	
Report to your manager on customer complaints	Rhetorical questions: "Isn't it obvious what's gone wrong?"	
Email to residents persuading them to attend a meeting	Statistic + imperative: "Only 12 of 200 flats responded. Come and have your say."	

Exam tip: plan which techniques you will use *before* you write, and aim for one in every paragraph. Two or three well-placed techniques score more than ten crammed into one sentence.

Persuasive Writing Techniques – Answers

Level 2 Writing

Want a tutor to mark your work? Functify Learning runs live 10-week Functional Skills Level 2 English and Maths courses (small groups, mock exam included) and a 5-day self-paced revision course. Start with our free mini mock test at funtifylearning.co.uk.

Part 1

1. Statistic / fact
2. Rhetorical question
3. Rule of three (triple)
4. Direct address
5. Emotive language (also a pair of adjectives)
6. Expert opinion / quotation

Part 2 – example answers

7. "Who wants to carry heavy shopping for ten minutes just to reach their car?"
8. "The training was practical, clear and genuinely useful."
9. "More than 1,200 people used the library last month – nearly 40 a day."
10. "Broken glass and rotting food are choking our beach and putting children at risk."

Award the mark if the named technique is used correctly and the sentence still makes sense. Any realistic statistic is acceptable – examiners expect you to invent detail in writing tasks.

Part 3 – model paragraph (91 words)

Free fruit may look like a small perk, but it is one of the cheapest, simplest and most visible ways this company shows it cares about its staff. [triple] Since it was introduced, sick days in our team have fallen by a fifth. [statistic] Is saving a few pounds a week really worth losing that? [rhetorical question] You have always said that staff wellbeing comes first [direct address] – please keep the fruit bowl and keep that promise. [imperative]

Marks: 2 for a clear opening point, 4 for four correctly used and labelled techniques, 2 for accurate SPaG and a formal register.

Part 4

Task	Verdict
MP letter – slang	✗ Too informal for an MP; use "the charges are unreasonable/excessive".
Student newsletter – direct address	✓ Articles for a general readership can speak directly to the reader; it feels friendly and motivating.
Report – rhetorical questions	✗ Reports should be factual and neutral; rhetorical questions sound emotional and unprofessional.
Residents' email – statistic + imperative	✓ The statistic shows the problem, the imperative tells them exactly what to do; both suit a persuasive email.

Where students lose marks on persuasive writing

- Stating an opinion once and then repeating it – no techniques, no evidence, no development.
- Using persuasive devices in the wrong form (rhetorical questions in a report; slang in a formal letter).
- Forgetting the *audience*: a manager needs cost and benefit; a newsletter reader needs energy and a personal angle.