

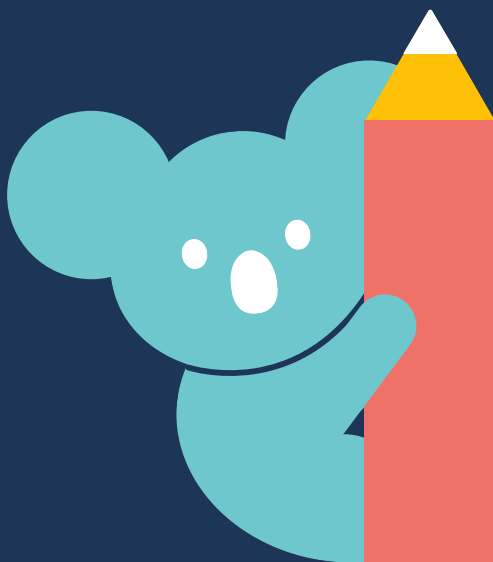
SYLLABUS

PERSUASIVE WRITING COURSE

80+ lessons

10 model essays

Expert feedback on 2 essays



WHAT IS PERSUASIVE?

- Understand the importance of persuasive writing
- Examine **model responses** for persuasive writing
- Explore **requirements** of persuasive writing for different **exam types**
- Formulate **contentions & arguments**

PERSUASIVE STRUCTURE

- Know how to **plan & time** efficiently
- Construct persuasive **introductions**
- Master persuasive **body paragraphs**
- Write effective **conclusions**

PERSUASIVE CONVENTIONS

- Grasp the do's and don'ts of formal persuasive writing
- Expand **persuasive vocabulary**
- Learn effective persuasive **phrases and transitions**

PERSUASIVE TECHNIQUES

- Identify various persuasive techniques
- **Apply persuasive techniques** to increase persuasion
- Utilise the **three appeals**
- Learn how to connect with the **target audience**