



**SURFERS
AGAINST
SEWAGE**

Plastic Persuasion

Open with a statement about
what you are focusing on,
state your position:
FOR or AGAINST

Use a tripartite list
for emphasis

Criticism of the
opposition

Imperatives

Rhetorical questions

Emotive language

Hyperbole or
exaggeration

PERSUASIVE WRITING - a toolkit

Quotations and expert
opinions

Contrast

Add credibility by
using facts and
statistics