

# Different types of text

## Persuasive texts

A persuasive text is a text that really wants you to *do* something.

An advert might want you to *buy* something.

You might write a letter to *persuade* a friend to go on holiday with you.

You could write a letter to *try* to get let off a parking ticket.

### Persuasive texts might use:

- repeated words
- text in capital letters
- exclamation marks
- rhetorical questions (questions where no answer is needed)
- an emotional one-sided argument
- humour

### Examples:

*SPECIAL OFFER! Buy today! Would you want to miss this SPECIAL offer? Phone NOW...*

*"I really think that you need this holiday. You have been working very hard lately and are so worn out. Just think of how nice it will be to lie on the beach in the sunshine."*

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## Instructive texts

An instructive text is a text that *instructs* or tells you *how* to do something.

A recipe *instructs* you to cook something.

A leaflet with a piece of furniture tells you *how* to put it together or take care of it.

### Instructive texts:

- are written as if the reader is being spoken to  
(although the word 'you' is not usually used)
- language is direct and unnecessary words are left out
- often use 'must' and 'must not'
- sometimes use diagrams or pictures to help understanding

### Examples:

*Put all ingredients into bowl together. Whisk until fully mixed.*

*Go to the end of the road and turn left past the pub on the corner. Keep walking until you come to a park and then turn right into Hawker Street.*

# Answer sheet to 'Types of Text' drag and drop exercise

(available separately on site)

