

Persuasive Text Types

1. Persuasive Essay

- **Definition:** A structured argument that presents a clear point of view on a topic.
- **Purpose:** To convince the reader of the writer's opinion using evidence and reasoning.
- **Key Features:**
 - Introduction with a clear thesis
 - Body paragraphs with topic sentences and evidence
 - Conclusion reinforcing the argument
- **Common Techniques:**
 - Emotive language
 - Rhetorical questions
 - Statistics and expert opinions
 - Repetition

2. Speech

- **Definition:** A spoken persuasive text designed for an audience.
 - **Purpose:** To influence or motivate an audience through oral delivery.
 - **Key Features:**
 - Direct address (e.g., “Ladies and gentlemen...”)
 - Pauses and emphasis
 - Personal anecdotes
 - Call to action
 - **Common Techniques:**
 - Inclusive language (“we”, “our”)
 - Repetition for emphasis
 - Anecdotes
 - Alliteration
-

3. Opinion Article / Editorial

- **Definition:** A short persuasive piece in a magazine, blog, or newspaper.
- **Purpose:** To express a personal view on a current issue.
- **Key Features:**
 - Engaging headline
 - Strong voice and tone
 - A mix of fact and opinion
 - Clear paragraphs
- **Common Techniques:**
 - Hyperbole
 - Anecdotes
 - High modality words (“must”, “should”)
 - Emotional appeal

4. Advertisement

- **Definition:** A visual or written text used to promote a product, idea, or cause.
 - **Purpose:** To persuade someone to buy, believe, or act.
 - **Key Features:**
 - Slogans and logos
 - Bold visuals and colours
 - Catchy language
 - **Common Techniques:**
 - Appeal to lifestyle or emotion
 - Repetition and rhymes
 - Bandwagon (“everyone is doing it”)
 - Testimonials and celebrity endorsements
-

5. Letter to the Editor / Formal Letter

- **Definition:** A formal letter expressing a concern or opinion to a public figure or publication.
- **Purpose:** To persuade the recipient or wider public to consider the writer’s point of view.
- **Key Features:**
 - Formal language
 - Clear structure (greeting, body, conclusion)
 - Respectful tone
- **Common Techniques:**
 - Evidence-based arguments
 - Logical reasoning
 - Polite but assertive language
 - Appeal to fairness or justice

6. Visual Persuasive Text (e.g., Poster, Infographic)

- **Definition:** A combination of images and text that conveys a persuasive message.
- **Purpose:** To quickly convince or inform a viewer.
- **Key Features:**
 - Powerful visuals
 - Minimal but impactful text
 - Colour, layout, and font choices
- **Common Techniques:**
 - Symbolism
 - Emotive imagery
 - Contrast and bold text
 - Short slogans

1. Persuasive Essay

Topic: The Importance of the Qur'an

Modelled Example:

Introduction:

The Qur'an is the most important book in a Muslim's life. It is not just a book of stories or history—it is the word of Allah (SWT) and a guide for how we should live. Every Muslim should understand how important the Qur'an is and make it part of their life.

Paragraph 1:

The Qur'an shows us the right path. In Surah Al-Baqarah, Allah says, *“This is the Book about which there is no doubt, a guidance for those who are mindful of Allah.”* This means that the Qur'an helps people who want to do the right thing.

Paragraph 2:

The Qur'an also teaches us how to be good. It tells us to be kind, patient, honest, and respectful. When we read about the Prophet Muhammad (SAW), we learn how he was always patient and fair, even when things were hard.

Paragraph 3:

Listening to or reading the Qur'an can bring peace to our hearts. When we are feeling sad or stressed, the Qur'an can help us feel better. Allah says in the Qur'an, *“In the remembrance of Allah do hearts find rest.”* (Surah Ar-Ra'd).

Conclusion:

In conclusion, the Qur'an is not just a holy book. It helps us live better lives, teaches us how to behave, and brings peace to our hearts. Every Muslim should love the Qur'an and try to read and follow it every day.

Comprehension Questions:

1. Literal (What does the text say?):

What are three things the Qur'an helps Muslims with?

2. Inferential (What does the text mean?):

Why might the writer say that the Qur'an brings peace to our hearts?

3. Evaluative (What do you think?):

Do you think reading the Qur'an every day would change a person's behaviour?
Why or why not?

2. Persuasive Speech

Topic: Why Muslims Should Give to Charity Regularly

Modelled Example:

Assalamu Alaikum, everyone,

Have you ever seen someone in need and wished you could help? In Islam, we are taught that giving to others is one of the best things we can do.

Allah (SWT) tells us in the Qur'an: "*Who will give to Allah a good loan, which Allah will increase many times over?*" (Surah Al-Baqarah 2:245). This means when we give charity, Allah rewards us even more.

Even a smile is charity. The Prophet Muhammad (SAW) said that smiling at your brother is a good deed. So imagine how much more reward we get for giving money, food, or clothes to someone who needs it.

Charity helps those who are struggling, but it also helps us. It teaches us to be grateful and to care for others. Giving Sadaqah makes our hearts softer and brings us closer to Allah.

So let's all try to give—even if it's just a little. A coin, a meal, or a kind word could make a big difference.

Jazakum Allahu Khairan.

✿ Comprehension Questions:

1. Literal (What does the text say?):

What are three examples of charity mentioned in the speech?

2. Inferential (What does the text mean?):

How does giving charity help the person who gives it?

3. Evaluative (What do you think?):

Do you agree that smiling is a form of charity? Explain your answer.

3. Opinion Article / Editorial

Topic: Why Islamic Schools Should Include Time for Prayer and Reflection

Modelled Example:

Title:

Prayer Time Helps Us Focus and Grow

Body:

Many students in Islamic schools have busy days filled with classes, homework, and activities. But there's one thing that should never be rushed or forgotten—Salah (prayer). Making time for prayer at school is very important.

When we take a short break to pray, it helps us relax and think clearly. Allah tells us in the Qur'an, "*Verily, in the remembrance of Allah do hearts find rest.*" (Surah Ar-Ra'd 13:28). Prayer brings peace to the heart.

Also, prayer reminds us of our purpose. We remember that we were made to worship Allah and do good in the world. Even one short prayer helps us become more patient, respectful, and thankful.

Some students say they're too busy to pray. But Salah only takes a few minutes. It's better to take a small break to pray than to feel stressed and disconnected all day.

If Islamic schools want to truly help students grow, they must include time for prayer and quiet reflection every day.

Comprehension Questions:

1. Literal (What does the text say?):

What is the main reason the article gives for including prayer in the school day?

2. Inferential (What does the text mean?):

Why might the writer think that prayer makes students more focused and calm?

3. Evaluative (What do you think?):

Should all schools give time for students to reflect or pray? Why or why not?


4. Advertisement

Topic: Join Your Local Mosque's Youth Program


Modelled Example (Poster Text):

 **JOIN YOUR LOCAL MASJID YOUTH CIRCLE!** 


Friendship. Faith. Fun.

 **What's Included:**

- ✓ Qur'an learning sessions
- ✓ Games and Islamic stories
- ✓ Safe space to ask questions
- ✓ New friends who share your values

 *“The Prophet (SAW) said: The best of people are those who are most beneficial to others.”*

 Every Saturday at 10AM

 Masjid Al-Noor Community Hall

Come for the fun. Stay for the faith.

 Sign up this Friday after Jumu'ah!

 **Comprehension Questions:**

1. Literal (What does the text say?):

What are two things you can do at the mosque youth circle?

2. Inferential (What does the text mean?):

Why do you think the poster includes a hadith (saying) of the Prophet Muhammad (SAW)?

3. Evaluative (What do you think?):

Would you be interested in joining this program? Why or why not?

5. Formal Letter

Topic: Requesting a Prayer Room in the Local Community Centre

Modelled Example:

Dear Councillor Ali,

Assalamu Alaikum. My name is Maryam Khan, and I am a Year 8 student at Al Noor Islamic School. I am writing to kindly ask the council to consider setting up a small prayer room at the Lakemba Community Centre.

Many Muslims, including students and families, use the centre for classes, workshops, and events. It is sometimes hard to find a clean and quiet place to pray when we are away from home. A small, respectful prayer space would really help us stay connected to our faith while using the centre.

The Prophet Muhammad (SAW) taught us, “*The whole earth has been made a place of prayer.*” We only ask for one small room where we can worship without disturbing others.

Thank you for your time and care. I hope you will consider this request.

Sincerely,

Maryam Khan

Year 8 Student

Comprehension Questions:

1. Literal (What does the text say?):

What is Maryam asking the council to do?

2. Inferential (What does the text mean?):

Why might Maryam include a hadith from the Prophet (SAW) in her letter?

3. Evaluative (What do you think?):

Do you think Maryam's request is fair? Why or why not?

7. Visual Persuasive Text (Infographic)

Topic: Why Fasting in Ramadan is Good for You

Modelled Example (Infographic-style Text):

WHY FASTING DURING RAMADAN IS AMAZING

SPIRITUAL BENEFITS:


- ✓ Helps us get closer to Allah
- ✓ Teaches us patience and self-control
- ✓ Makes us thankful for what we have

HEALTH BENEFITS:

- ✓ Gives our body time to rest
- ✓ Can improve digestion
- ✓ Helps break bad habits

EMOTIONAL BENEFITS:

- ✓ Builds empathy for the poor
- ✓ Teaches discipline
- ✓ Helps us focus and stay calm

 “O you who believe, fasting has been prescribed for you as it was prescribed for those before you, so that you may become mindful of Allah.” – Qur’an, Surah Al-Baqarah (2:183)

✨ Fasting = A better you! ✨

Comprehension Questions:

1. Literal (What does the text say?):

List two benefits of fasting mentioned in the infographic.

2. Inferential (What does the text mean?):

How does fasting help us become more mindful of Allah (SWT)?

3. Evaluative (What do you think?):

Do you agree that fasting helps people become more grateful? Why or why not?

Independent Writing Task:

Write Your Own Persuasive Text

Task:

Choose one of the following topics and write your own persuasive response. Use one of the text types we studied (essay, speech, letter, article, satirical piece, advertisement, or infographic). Be sure to include Islamic values in your writing.

Topics (Choose one):

1. Why Muslims should respect the environment
2. Why it is important to follow the Sunnah in everyday life
3. Why Islamic manners matter both online and in person
4. Why young Muslims should make time for daily dua

Before you write, plan your ideas:

- What is your main message?
- What reasons will you give?
- What Islamic teachings or hadiths can you include?

 **Reflection Activity:**

Think About Your Learning

After reading and writing your own persuasive text, reflect on what you have learned.

1. What did you enjoy most about the persuasive writing activities?

2. Which type of persuasive text did you find easiest to understand or write? Why?

3. What is one Islamic value you will try to include more in your own writing or daily life?

Persuasive Response Types (Summary)

Type	Definition	Purpose	Main Features	Common Techniques
Persuasive Essay	A written argument explaining why something is important or needed.	To inform and convince readers using logic and Islamic values.	Clear introduction, body paragraphs with evidence, conclusion reinforcing ideas.	Qur'anic quotes, logical reasoning, rhetorical questions, repetition, emotive appeals.
Speech	A spoken message given to an audience to encourage action or reflection.	To inspire or motivate others to follow Islamic teachings.	Greeting, emotional tone, strong examples, call to action, closing du'a or thanks.	Personal stories, Qur'anic verses, inclusive language, rhetorical questions.
Opinion Article	A personal view shared in a public format like a school paper or blog.	To share a clear Islamic opinion and promote discussion.	Title, introduction, strong opinion, evidence, and a thoughtful ending.	Emotive language, Islamic values, cause and effect, real-life examples.
Advertisement	A short persuasive visual or text promoting a product, program, or idea.	To attract people to Islamic events or habits quickly.	Bold text, images, slogans, short benefits, contact or action info.	Catchy slogans, alliteration, hadith use, visual symbols (e.g., masjid, moon).
Formal Letter	A respectful written request or opinion addressed to an official.	To suggest Islamic-friendly ideas or raise respectful concerns.	Formal greeting and sign-off, polite tone, reasons and examples.	Hadith, respectful language, persuasive tone, direct request.
Infographic/Poster	A visual text combining images and short facts or arguments.	To teach Islamic values in a quick and engaging format.	Headings, bullet points, icons, Qur'anic quote, clean layout.	Emotive images, repetition, rhyme, colour contrast, direct slogans.

Vocabulary List

Word	Definition	Example Sentence
Persuade	To convince someone to believe or do something.	I tried to persuade my friends to join the mosque youth circle.
Opinion	What someone believes or feels about a topic.	In my opinion, every school should have time for Salah.
Evidence	Proof or support for an idea or argument.	The Qur'an gives us clear evidence that prayer brings peace to the heart.
Audience	The people who read or listen to your writing.	When writing a speech, I thought about what my audience would care about.
Emotive Language	Words that make people feel strong emotions.	Using emotive language like "peace," "kindness," and "hope" can touch the hearts of listeners.
Rhetorical Question	A question asked to make the reader think, not to be answered.	"Can we really say we are grateful if we don't give to those in need?" is a rhetorical question.
Inclusive Language	Words like "we," "us," and "our" that include the reader or listener.	We must all do our part to help our neighbours, especially during Ramadan.
Slogan	A short, catchy phrase used to persuade.	"Pray. Reflect. Grow." is a simple slogan for our school prayer campaign.
Message	The main idea or lesson in your writing.	The message of my article is that the Qur'an should be read and followed every day.
Appeal	A way of trying to connect to someone's feelings or beliefs.	I used an emotional appeal to show how charity helps people in need.
Structure	The way a text is organised.	My persuasive essay followed a clear structure with an introduction, three reasons, and a conclusion.
Formal	Polite and respectful in tone and word choice.	I used a formal tone in my letter to the council asking for a prayer space.
Hook	The opening sentence that grabs the reader's attention.	I started my speech with a hook: "Have you ever felt like something was missing in your day?"
Call to Action	A sentence that tells the reader or listener what to do.	"Join us this Friday for Jumu'ah and make a difference!" is a clear call to action.
Tone	The feeling or attitude in the writing.	I kept a calm and hopeful tone in my article about fasting.
Values	Beliefs or morals that guide how people live.	My writing is based on Islamic values like honesty, respect, and kindness.
Justify	To give reasons for your opinion or decision.	I justified my argument by using hadith and Qur'anic evidence.

Word	Definition	Example Sentence
Repetition	Saying a word or idea more than once to make it stand out.	I used repetition in my speech: "Give with your heart. Give with your hands. Give with your soul."
Topic Sentence	The first sentence in a paragraph that tells the main idea.	My topic sentence was: "Prayer at school helps us grow closer to Allah and stay focused."
Conclusion	The final part of a text that sums up the argument.	In my conclusion, I reminded the reader that Islamic manners matter every day.