



PERSUASIVE ESSAY

Purpose: The writer will learn how to effectively devise a 5 paragraph persuasive essay using the writing process.



Objectives:

The learner will:

- *Demonstrate an understanding of persuasive strategies (pathos, logos, ethos) and the elements of a persuasive essay.*
- *Create a clear and concise thesis*
- *Use a graphic organizer to plan a persuasive essay*
- *Write a persuasive essay using the writing process.*

What is Persuasive Writing?



*In persuasive writing, a writer takes a position **FOR** or **AGAINST** an issue and writes to convince the reader to believe or do something.*

Persuasive writing is found in advertising, newspaper editorials, blogs, and political speeches.



What is Persuasive Writing?

- Convince the reader to believe or do something
- Convince reader to accept a point of view
- use **FACTS**, not **OPINIONS**



1. *Persuasive writing, also known as the **argument essay**, uses rhetorical devices, (especially **logic** and **reason**) to show that one idea is more legitimate than another idea.*
2. *It attempts to persuade a reader to adopt a certain point of view or to take a particular action. The argument must always use **sound reasoning** and **solid evidence** by stating **facts**, giving **logical reasons**, using examples, and quoting experts.*

Often persuasive writing assignments address contemporary issues.

WRITING PROMPT:

“The school board is debating on whether or not to adopt school uniforms in school. Write an essay convincing the board to agree with your position.”

In this persuasive writing prompt, the main purpose is not to inform, but to “persuade” or “convince” an audience (in this case, the school board) to think or act a certain way.

1 PRE-WRITING



- 1. Choose a position.** Think about the issue and take a stand. Are you for (PRO) or against (CON) the argument? Know the purpose of your essay.
- 2. Understand the audience.** To write an effective persuasive essay, you must understand the reader's perspective. Decide if your audience agrees with you, is neutral, or disagrees with your position.
- 3. Do the research.** A persuasive essay depends upon solid, convincing evidence. Don't rely on a single source. Go to the library, speak with experts on the subject. There is no substitute for knowledge of both sides of the issue.

2 PLAN

5 PARAGRAPH ESSAY OUTLINE

Name	Date	Period
5 Paragraph Essay Outline		
Introduction		
Thesis		
Body Paragraph 1	Body Paragraph 2	Body Paragraph 3
Conclusion		

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2 plan

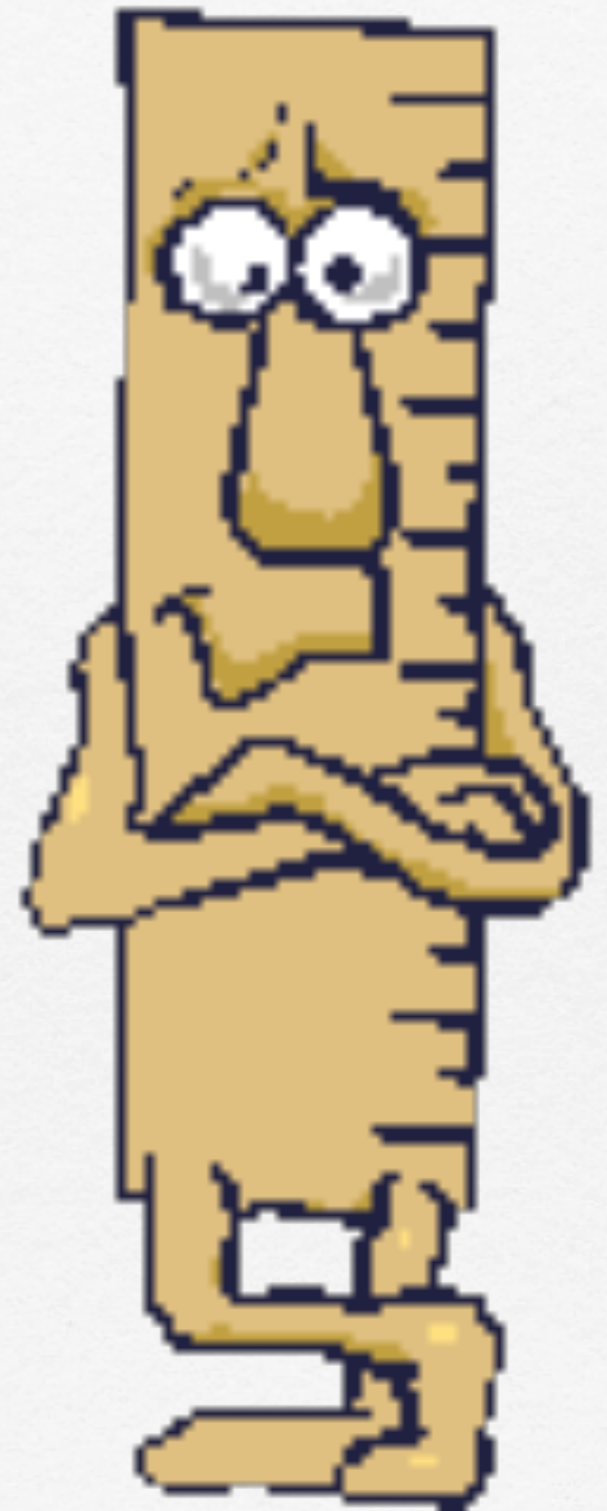
1. Format the introductory paragraph.

- Grab the reader's attention with a "hook."
- Give an overview of the argument.
- Close with a clear **thesis statement** that reveals the position and points to be argued.

2. **Include the opposing view.** Describe and refute the key points of the opposing view.

3. Format the body paragraph.

Each body paragraph should focus on one piece of evidence. Within each paragraph, provide sufficient supporting details.



2 plan



4. FORMAT the concluding paragraph. Restate and reinforce the thesis and supporting evidence.

Summarize the most important evidence and encourage the reader to adopt the position or take action in the concluding paragraph.

The closing sentence can be a dramatic plea, a prediction that implies urgent action is needed, a question that provokes readers to think seriously about the issue, or a recommendation that gives readers specific ideas on what they can do.

3 COMPOSE

WRITE YOUR FIRST DRAFT

DEVELOP YOUR THESIS

USE TRANSITIONS

USE STRONG EVIDENCE, FACTS, EXAMPLES

CONCLUDE WITH A CALL TO ACTION

DEVELOP YOUR THESIS

Does it present a strong argument?

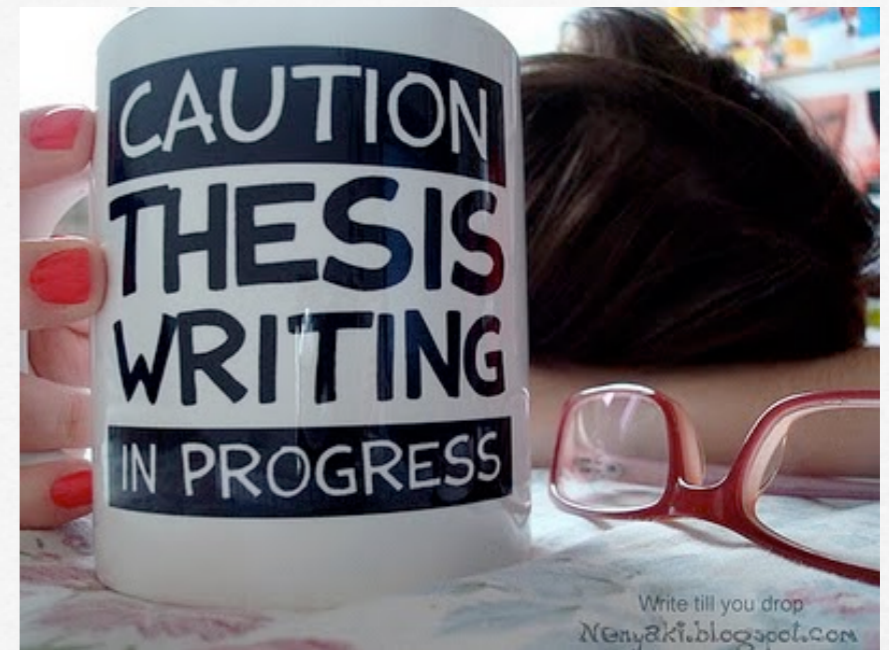
Test it by writing a thesis statement for the opposing viewpoint. In comparison, does the original thesis need strengthening?



3 COMPOSE - DEVELOP YOUR THESIS

Thoughts on Thesis

Your thesis statement is a short summary of what you're arguing for. It's usually one sentence near the end of your introductory paragraph.



Your thesis a combination of your topic, your position (for or against) and your persuasive arguments, in a single powerful sentence.

EXAMPLE: Passage of the Equal Rights Amendment will give women the right to vote, fair pay in the job market, and a chance to serve in combat.

3 COMPOSE - DEVELOP YOUR THESIS

Thesis

An effective thesis statement identifies the following:

- 1. The topic.**
- 2. The point of the essay or three main ideas that will be discussed.**
- 3. Your position towards the topic.**



Effective Examples of Thesis

Thesis Statement Example 1

"Electric cars are better vehicles because they have benefits."

Wrong: This does not compare electric cars to another type of vehicle, and it does not tell specifically what the benefits are.



Effective Examples of Thesis

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"Electric cars are better vehicles because they have benefits."

Wrong: This does not compare electric cars to another type of vehicle, and it does not tell specifically what the benefits are.

Correct: "Electric cars provide a viable alternative to gasoline-fueled cars because they are safer, less threatening to the environment, and in the long run, they are ultimately more economical."

3 COMPOSE - DEVELOP YOUR THESIS

Thesis Statement Example 2

"Smoking should be prohibited."



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3 COMPOSE - DEVELOP YOUR THESIS

Thesis Statement Example 2

"Smoking should be prohibited."

Wrong: This thesis statement is too vague or ambiguous apart from being too short. It does not really argue for or against any specific point.

Correct: "Smoking should be abolished because secondhand smoke endangers the health of non-smokers, it is a significant cause of harm to the natural environment, and it is the deadliest artifact in the history of humankind."



3 COMPOSE - DEVELOP YOUR THESIS

Effective Examples of Thesis



I maintain that it is possible to stop most drug addiction in the United States within a very short time through legalization, making them available to the public, and selling them at cost.

CAN YOU IDENTIFY THE:

TOPIC: DRUG ADDICTION

POSITION: STOP DRUG ADDICTION IN THE U.S.

POINT 1: LEGALIZE IT

POINT 2 : MAKE IT AVAILABLE

POINT 3: SELL AT COST

3 COMPOSE - DEVELOP YOUR THESIS

Effective Examples of Thesis

In order to end the AIDS epidemic, public awareness and research funding must increase, and the government must double contributions to AIDS outreach programs.

CAN YOU IDENTIFY THE:

TOPIC: AIDS

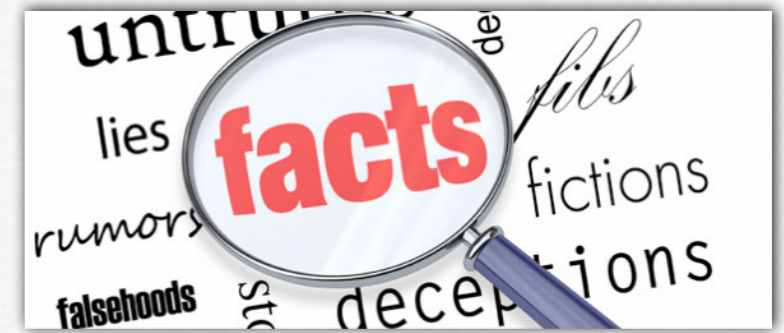
POSITION: END AIDS EPIDEMIC

POINT 1: PUBLIC AWARENESS UP

POINT 2: MORE RESEARCH FUNDING

POINT 3: DOUBLE FUNDS TO OUTREACH

3 COMPOSE - USE STRONG EVIDENCE



BODY PARAGRAPHS

When possible, use facts as your evidence. Agreed-upon facts make your statements valid. If possible, use facts from different angles to support one argument.

1. "The South, which accounts for 80% of all executions in the United States, still has the country's highest murder rate. This makes a case against the death penalty working as a deterrent."
- "Additionally, states without the death penalty have fewer murders. If the death penalty were indeed a deterrent, why wouldn't we see an *increase* in murders in states without the death penalty?"

3 COMPOSE - USE FACTS, NOT OPINIONS

FACT OR OPINION?

1. It's important to wear sunscreen when you are outdoors during summer.

A. It smells good.

B. It's really smart to wear sunscreen.

C. A suntan is evidence that the sun has damaged the skin.

FACT: A suntan is evidence that the sun has damaged the skin.



3 COMPOSE - USE FACTS, NOT OPINIONS

FACT OR OPINION?

2. You should always drive the speed limit.

- A. Driving fast is critically dangerous.
- B. Speeding is a contributing factor of one-third of fatal car crashes.
- C. Speeding isn't fun



FACT: Speeding is a contributing factor of fatal car crashes.



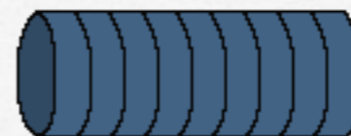
3 COMPOSE - USE FACTS, NOT OPINIONS

FACT OR OPINION?

3. Our family should get a dog.

- A. I have time before and after school to walk the dog.
- B. It is fun to run with a dog and teach them tricks.
- C. Dogs make good pets.

FACT: I have time before and after school to walk the dog.



3 COMPOSE - USE FACTS, NOT OPINIONS

FACT OR OPINION?

4. Frozen fruit pops are healthier than ice cream.

- A. They taste better.
- B. There is no fat in frozen fruit pops.
- C. Grape is the best flavor



FACT: There is no fat in frozen fruit pops.

3 COMPOSE

CONCLUDE WITH A CALL TO ACTION

Summarize your evidence and encourage the reader to adopt the position or take action in the concluding paragraph.

The closing sentence can be:

- a dramatic plea
- a prediction: tell readers what urgent action is needed
- a question: ask readers to think seriously about the issue
- a recommendation: give readers specific ideas on what they can do



3 COMPOSE

CONCLUDE WITH A CALL TO ACTION

Examples:

If you understand how important it is for students to have the right to dress themselves, it is your civic duty to attend your local school counsel meeting and demand that this proposal be rejected.

