

NAME: _____

PERSUASIVE PAPER

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 often used in advertisements to get the reader to buy a product. It is also used in essays and other types of writing to get the reader to accept a point of view. In order to convince the reader you need more than opinion; you need facts or examples to back your opinion. So, be sure to do the research!

Persuasive writing follows a particular format. It has an introduction, a body where the argument is developed, and a conclusion. After writing an essay, like any other piece of writing, you should read, revise, conference and revise, before publishing the final product. Before starting, check the rubric to see how you will be evaluated, as well as, all the ingredients required to write the essay.

My topic: _____

My thesis statement:

My Points: 1.) _____

2.) _____

3.) _____

Opposing points: _____

My Counter-argument:

INTRODUCTION: The introduction has a "hook or grabber" to catch the reader's attention. Some "grabbers" include:

1. **Opening with an unusual detail:** (*"Weird things have been found inside a shark, such as a nail, a bottle of wine, a treasure chest, coats, a suit of armor, a drum and a torpedo."*)

2. **Opening with a strong statement:** (*"Question: What is more dangerous to people - a shark or a bee? Answer: bee Every year, 100 people die from bee stings, yet hundreds of millions of people go swimming, and sharks kill only about six people per year."*)

3. **Opening with a Quotation:** (Elbert Hubbard once said, *"Truth is stronger than fiction."*)

4. **Opening with an Anecdote(story):** An anecdote can provide an amusing and attention-getting opening if it is short and to the point.

5. **Opening with a Statistic or Fact:** Sometimes a statistic or fact will add emphasis or interest to your topic. It may be wise to include the item's authoritative source. (*"The record for attacks in a single place is at Durban (South Africa), in 1957, with 7 attacks (5 in which resulted in death) within 107 days."*)

6. **Opening with a Question:** (*"Have you ever gone swimming in the ocean?"*)

The introduction should also include a **thesis or focus statement**.

There are *three objectives* of a thesis statement:

1. It tells the reader the specific topic of your essay.
2. It imposes manageable limits on that topic (so you don't wander off topic).
3. It tells the reader how your paper will be organized.

Through the thesis, you should say to the reader:

"I've thought about this topic, I know what I believe about it, and I know how to organize it."

Example Introduction:

(*Catchy Opener*) Question: What is more dangerous to people - a shark or a bee?
Answer: bee Every year, 100 people die from bee stings, yet hundreds of millions of people go swimming, and sharks kill only about six people per year. Only about 25 sharks have been known to actually attack people. Every year, people kill thousands of sharks. They are killed for food, oil, skins and sport. (*Thesis*) We must do a more effective job at protecting sharks because . . .

THE BODY:

The writer then provides evidence to support the opinion offered in the thesis statement in the introduction. The body should consist of at least three paragraphs. Each paragraph is based on a solid reason to back your thesis statement. Each paragraph should cover one of your main points. Each main point will also have been addressed in your thesis.

Use Elaboration to support your point

ELABORATION:

Use statistics or research, real-life experiences, or examples **to support your point** :

Generating hypothetical instance: Used particularly when creating an argument and you want the reader to see a different point of view. Use cues for the reader. (e.g.: suppose that, what if...)

Clarifying a point: Think about what needs to be explained and what can be assumed.

Thinking through a process: Think through the procedure from start to finish. Most often the sentence will begin with a verb. Provide background information a reader may need. Explain whenever appropriate. Define special terms used. Use cues for the reader. (e.g.: first, second, next, then etc.)

Drawing comparisons: Choose something similar to what is being explained.

Making an analysis: You can analyze a problem by looking at the parts and therefore help the reader to understand.

Drawing an analogy: Use an analogy to explain or elaborate an idea by identifying significant likenesses between two objects or ideas when otherwise they are quite different. This is helpful when the comparison is made to something that is familiar to the reader.

THE CONCLUSION:

A piece of persuasive writing usually ends by summarizing the most important details of the argument and stating once again what the reader is to believe or do.

1. Restate your thesis or focus statement.
2. Summarize the main points: The conclusion enables your reader to recall the main points of your position. In order to do this you can paraphrase the main points of your argument.
3. Write a personal comment or call for action. You can do this:
 - o With a Prediction: This can be used with a narrative or a cause and effect discussion. The conclusion may suggest or predict what the results may or may not be in the situation discussed or in similar situations.
 - o With a Question: Closing with a question lets your readers make their own predictions, draw their own conclusions.
 - o With Recommendations: A recommendation closing is one that stresses the actions or remedies that should be taken.
 - o With a Quotation: Since a quotation may summarize, predict, question, or call for action, you may use a quotation within a conclusion for nearly any kind of paper.

As a general guideline, when writing a persuasive essay:

Have a firm opinion that you want your reader to accept.
Begin with a grabber or hook to get the reader's attention.
Offer evidence to support your opinion.
Conclude with a restatement of what you want the reader to do or believe.

PERSUASIVE ESSAY OUTLINE

I. Introduction

Get the reader's attention by using a "hook"
Give some background information if necessary
Thesis or focus statement

II. First argument or reason to support your position

Topic sentence to explain your point
Elaboration to back up your point
Transition statement

III. Second argument or reason to support your position

Topic sentence to explain your point
Elaboration to back up your point
Transition statement

IV. Third argument or reason to support your position

Topic sentence to explain your point
Elaboration to back up your point
Transition statement

V. Conclusion

Summary of main points or reason
Restate thesis statement
Personal comment or a call to action.

CONFERENCING WITH A PEER

Ask someone to read your rough draft to see if they understand and can follow your argument. Consider the following questions. Their answers should show you that your argument makes sense.

What is the thesis statement?

How is the thesis explained?

What are the main points of the argument? (3)

- 1.
- 2.
- 3.

How did the author back up each point?

- 1.
- 2.
- 3.

What are the opposing point(s)?

What is the writer's solution?