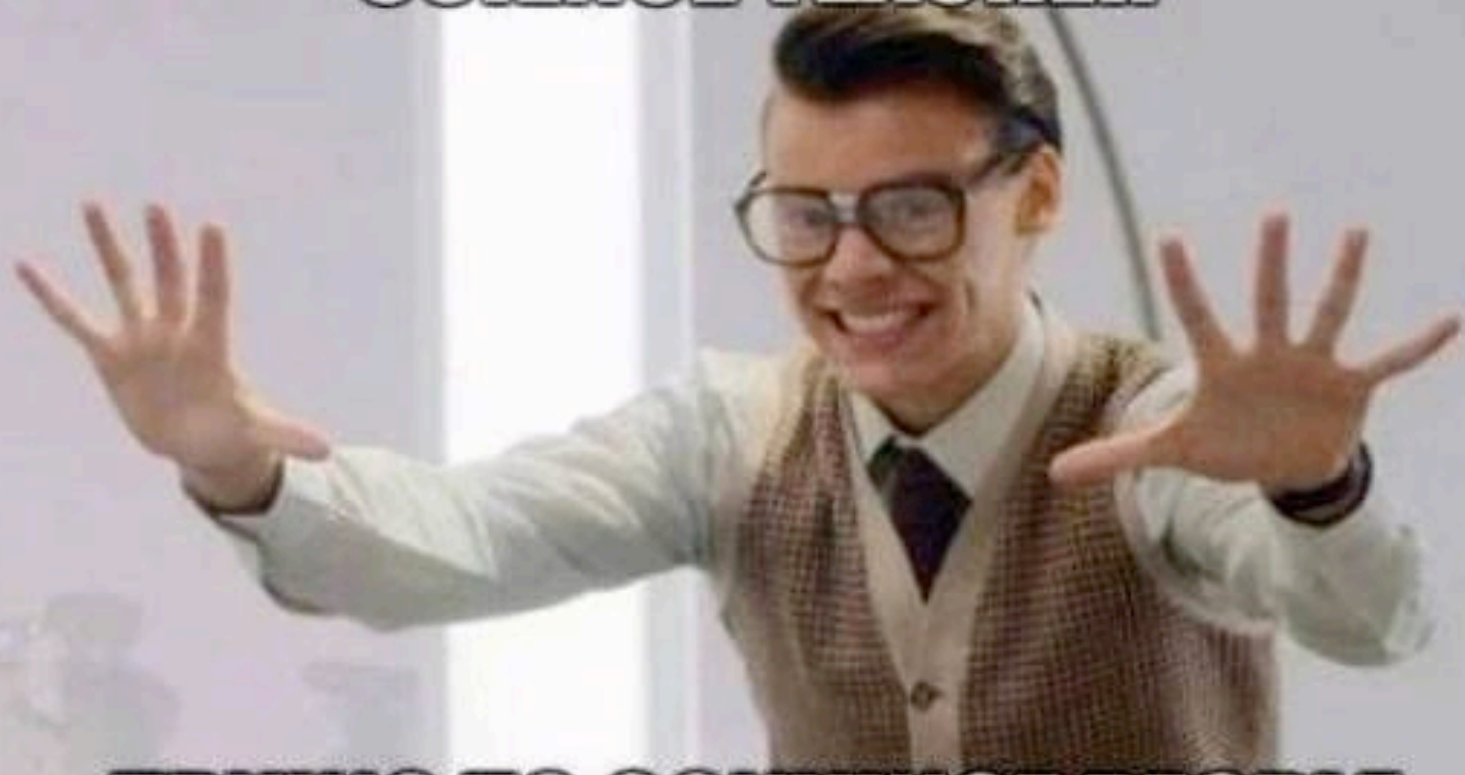


Persuasive Writing



Persuasive Writing

SCIENCE TEACHER



**TRYING TO CONVINCe PEOPLE
THAT ROCKS ARE INTERSTING**

Persuasive Writing

Persuasive writing is writing that tries to **convince** a reader to do something or to believe what you believe about a certain topic.

It takes a position for or against something.

Persuasive Writing can be used to...

Support a cause

Please donate to the animal shelter.

Urge people to action

“Vote for Shelly!”

Make a change

“School should start later in the morning.”

Prove something
(right or wrong)

Fast food causes obesity.

Persuasive Writing can be used to...

Stir up sympathy

“Every day children go without food in our country and it could be stopped.”

Create interest

“Better grades get you a better job and more money.”

Get people to agree with you

“All students should be required to exercise.”

Persuasive writing follows a certain format:

- **INTRODUCTION** with a “hook” and thesis statement.
- **BODY** where the argument is explained.
- **CONCLUSION** where main points are summarized and reviewed and the reader is left with something to think about.

Step 1:

Know Your Audience

Before you start writing, get to know your audience:

Who will read your writing? Who do you need to convince?

The audience may be

your friends,

your teacher,

your parents,

your principal,

the readers of a newspaper or

the President of the United States!

Step 2:

Decide if you are for or against?

Pick a side! Clearly state your position.

The position is stated at the end of the first paragraph.

Step 3:

Do Your Research

State your opinion.

Back up your opinion with facts and examples.

Do the research!

Step 4: MAKE A PLAN, then write!

The 6 Paragraph Essay:

1. Introduction/Hook/Thesis
2. Argument 1 with support
3. Argument 2 with support
4. Argument 3 with support
5. Show the counter-argument and make an argument against it
6. Conclusion

Persuasive Writing

Do:

- Plan on six paragraphs.
- Use a hook to start your first paragraph.
- Write your thesis statement at the end of the first paragraph.
- Come up with 3 main points to support your argument and use these as paragraphs #2, #3, and #4.
- Your fifth paragraph will explain and contradict the “counter - argument”
- Have a conclusion that restates your thesis statement and ends with a strong “clincher” statement.
- Come up with a catchy title

Persuasive Writing

Don't:

- Don't begin with "Hello my name is ___ and I'm going to write about ___."
- Don't use the word "I " (Instead of "I think we shouldn't wear uniforms" say "Uniforms shouldn't be required.")
- Don't be wishy-washy. Pick a side!
- Don't forget to support your opinions with facts and examples.

Paragraph #1: Introduction

What makes an good introduction

It **grabs** or “**hooks**” the reader’s attention by using one or more of the following strategies:

- An anecdote or scenario
- A quotation
- An interesting fact or statistic
- A question
- It tells how the essay (or letter, article, etc.)will be organized by laying out the **arguments**.
- It ends in a **thesis statement** that clearly explains the writer’s opinion.

Paragraph #1: The Hook

A few strategies used in introductions:

- Use an anecdote/ scenario (like a little story)
- Question or riddle
- Interesting fact or statistic
- Strong statement
- Outrageous statement
- Quotation

You could start with an

Anecdote or Scenario:

An anecdote (like a little story) can provide an amusing and attention-getting opening if it is short and to the point.

Everything in Benny's Burger Joint smelled fried. I ordered a #3 Meal. The food covered the tray. The meat from the burger dripped grease on the paper lining. I took a bite and the grease dripped down my chin. The fries tasted like there was more salt and grease than potato. I couldn't eat even half of my meal, and when I left, throwing my meal and greasy napkins in the trash, I felt like throwing up.

You could start with a

Question:

- Example
- How many times have you eaten fast food this month?

You could start with a

Riddle:

- Example
- “What’s plain, and boring? What makes all students in a school building look the same and lose their individuality? If you guessed UNIFORMS, you’re correct!”

You could start with an
Interesting Fact:

- Example:
- “Did you know that a typical child needs 2,000 calories for an entire day and Burger King’s Whopper with triple cheese has 1,230 calories?”

You could start with a

Statistic:

- Example:
- Thirty percent of children in the U.S. eat fast food at least three times a week. On those days, they ate 200 more calories a day, which can add up to six additional pounds in one year.

You could start with a
Strong Statement:

- Example:
- Fast food consumption has risen 500 percent since 1970 and today reaches nearly every part of society, including some public school cafeterias.

You could start with an

Outrageous Statement:

- Example:
- “Fast food is killing America!”

You could start with a

Quotation:

- Example:
- According to Research Associate Professor Megan McCrory, “Despite the vast number of choices offered at fast-food restaurants, some of which are healthier than others, the calories, portion sizes, and sodium content overall have worsened (increased) over time and remain high.”

Paragraph #1: The Thesis Statement

- A thesis statement is one sentence that states your opinion.
- It comes at the end of the first paragraph.
- It includes three main points to discuss in your essay. These points will become the focus of three paragraphs in the body of your paper.

Using fast food as an example, the three points could be that fast food leads to

- *Obesity*
- *High blood pressure*
 - *Heart disease*

Writing the Thesis Statement

Combine your opinion and your three main points into one sentence.

*Opinion: I believe that **fast food is harmful.***

*Main points: Fast food **leads to obesity, high blood pressure, and heart disease.***

Thesis Statement:

*Fast food is harmful because it **leads to obesity, high blood pressure, and heart disease.***

Example:

HOOK



The average teenager needs 2,000 calories a day, but a typical meal at McDonalds--a Quarter Pounder with cheese, fries, and a shake—adds up to over 2,000 calories. Fast food has become a part of everyone's lives, and it's even being served in some public school cafeterias. *Fast food is harmful because it leads to obesity, high blood pressure, and heart disease.*



THEISIS STATEMENT

Paragraphs #2, 3, and 4: Main Points

Paragraphs #2, 3, and 4: Main Points

Use each of your points in your thesis for each paragraph, giving facts and examples.

Using our example:

Paragraph #2: fast food **leads to obesity.**

Paragraph #3: fast food **leads to high blood.**

Paragraph #4: fast food **leads to heart disease.**

Paragraph #5: Show the Other Side (and disprove it)

- Everyone has an opinion and not all of them will agree with your opinion.
- Tell your reader what that other opinion is, then...
- Explain how that other opinion is wrong.

Example

“Owners of fast food companies would disagree with these statements. For instance, they may say that fast food is inexpensive and convenient, and it’s better to eat something than nothing at all. But studies suggest that it’s actually okay to occasionally skip a meal, and that fattier food will still leave you feeling hungrier than the food with the lower levels of fat.

Paragraph #6: Conclusion

- The final paragraph is your conclusion.
- In your conclusion, summarize and restate your thesis.
- Your conclusion should end with either
 - A call for the reader to take action,
 - Provide a solution,
 - Make a Prediction.

Strategies for Conclusions

- Call to Action
 - Ask the reader to make a change or take action:
“I challenge you to go for a month without eating fast food.”
- Provide a solution
 - Provide an answer to the problem; “Instead of ordering food high in fat and calories, try ordering grilled food instead of fried, salads instead of fries, and a low-calorie drink instead of a shake.”
- Make a Prediction
 - Explain what might happen: “If Americans continue to eat fast food at the rate they do today, more people will die of resulting conditions than ever before.”

Conclusion

Restate your thesis.



In conclusion, too much fast food can affect an individual's health and lead to Obesity, High blood pressure and heart disease. Consider your options the next time you think about eating fast food, and base your choices on your health, not convenience.



Strong ending statement.

Don't Forget: Your Title

- A good title does two things:
- It predicts content.
- It catches the reader's interest.
- Let's take a look [at these tips](#) for writing a good title.

Review

- Your first paragraph includes a “hook” and a thesis statement with three main points.
- Write one paragraph for each of your three main points.
- Write one paragraph for your “counter-argument.”
- In your last paragraph, re-state your thesis and write a strong, thoughtful final sentence.
- And: Don’t forget your title!