What is persuasive writing?

- An essay which tries to convince a reader to believe what you believe about a certain topic.

Types of Persuasive Writing

Common types of persuasive writing:

- **Persuasive letters** are written to persuade a decision-maker to support a particular cause or measure.
- **Editorials** give and support an opinion on a current issue. They may appear in newspapers, magazines, or on television or the radio.
- **Political speeches** are delivered by a politician to win support for a policy or a position.
- **Public-service announcements** are radio or television commercials designed to persuade and educate the public.
These are things that make a fabulous persuasive essay!

- A terrific title
- A thought provoking thesis statement
- An interesting introduction with a hook
- Three rocking body paragraphs with innovative ideas
- Tremendous transition words between paragraphs
- An outstanding conclusion with a clincher statement

What is a thesis statement?

- A thesis statement is one sentence at the end of your introduction
- Tells the reader what the topic is on.
- Tells the stance or position the topic will take
- It needs to be strong!

Which thesis statement one is thought provoking?

- This essay describes the difference between being a student and being a scholar.
- School board policy should be changed in order to implement cell phones into the curriculum.
Writing a Thesis Statement

- If you struggle with writing a persuasive thesis statement, use the following strategies to help you.

  1. Sentence frame:
     - I believe that ________________.

Examples:
- I believe ________________.
- I believe lawn gnomes raise property values.
- I believe that outhouse racing requires more athleticism than other sports.
- I believe that those who eat from their own garden are more healthy.

Once you have created your sentence frame take out the "I believe that" portion

I believe that lawn gnomes raise property values.

Thesis Statement:
- Lawn gnomes raise property values.
I believe that outhouse racing requires more athleticism than other sports.

- Thesis Statement:
  - Outhouse racing requires more athleticism than other sports.

I believe that those who eat from their own garden are more healthy.

- Thesis Statement:
  - Those who eat from their own garden are more healthy.

- 2nd Thesis Strategy:
  - Create a sentence using the word “should.”
    - Examples:
      - People should place more lawn gnomes in front of their houses.
      - Outhouse racing should be the next Olympic sport.
      - We should eat a greater portion of our diet from our garden.
Your Turn!

- Take a moment and create a thesis statement using the "I believe that" method.
- Now, omit the "I believe that" portion and rewrite your thesis statement.
- Taking your new thesis statement create a thesis sentence using the "should" method.

Begin and End with a Bang!

- Never say "Hello...blah blah" or "This essay will be about..." BORING!
You never get a second chance to make a first impression.

Persuasive Techniques

- Some techniques great for your introduction or supporting details:
  - Anecdote
  - Riddles
  - Quotations
  - Testimonials
  - Shocking statement
  - Bandwagon
  - Glittering Generalities
  - Card Stacking
ANECDOTE

• A short story
• Example:
  • Sally got out of bed, and looked at the alarm clock. She was running late! She would have to hurry to catch the bus. This was one of those days that she was glad that her school had a uniform policy...she wouldn't have to waste much time picking out an outfit.

Riddles

• Get your reader's attention with a challenging thought.
  • 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!

Quotations

• Conversational
  > "Mom, I've signed up to fight for my country!"

• Famous Quote
  > "War is nothing without a soldier to fight it."- Unknown
Testimonial
- A story about how a product/idea has changed someone’s life.

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Shocking Statements
Provides statistics or facts that startles readers to pull them into your story.

Example
Can you believe that over 90% of students polled at our school are dissatisfied with school lunch, but only 5% are willing to pack their own lunches?

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- BandWagon
- Getting someone to do something based on the idea that “everyone is doing it.”

- Example:
  > Get into jeans with the Glow! Up-to-date kids proudly wear Glow Jeans glow-stripe day and night.

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Glittering Generalities
- A generality is a vague word, phrase, or statement.
- A glittering generality is one that has a feel-good quality to it.

New, Improved Tooth-Saver! Buy it Today!

Card Stacking
- Slanting all of the facts in your favor so that they only support one position.

Three Rocking Body Paragraphs with Innovative Ideas
- You should come up with three points to support your opinion
- Each of the points will be turned into a body paragraph
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Sample Prompt

• Your school has a uniform policy. Some people argue that uniforms in schools are beneficial because they cause less distractions, and some argue that they are not a good idea because they take away a student’s individuality. Do you agree or disagree with uniform policy? Make sure to support your position.

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Body paragraphs with innovative ideas (an example)

• Thesis: Uniform policies are beneficial in schools, and should be implemented nationwide.
• Reason 1: Allows for less bullying based on wardrobe.
• Reason 2: Students will concentrate more on school and less on attire.
• Reason 3: It cuts down on cost of school clothes and time spent getting ready in the morning.

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A outstanding conclusion with a clincher statement

• Clincher statement is the last line of your paper. It should almost shock your reader.
• Conclusion leaves a lasting impression...

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An outstanding conclusion with a clincher statement

• In conclusion, over 95% of parents polled are in agreement with a school wide uniform policy. Uniforms allow students to be who they are, not what they wear. After all, shouldn’t school be about academics rather than apparel? It’s time our nation got back to reading, writing, and arithmetic...not Baby Phat, Apple Bottom, and FUBU.