

Ideas

Your purpose is to convince someone else of your opinion, defend a position or issue, present an opinion about a certain point of view, or to make a call to take action.

- take a position on a topic or issue
- support reasons with details and/or facts
- include pros and cons
- use ideas that appeal to the reader's emotions
- use personal experiences
- use specific facts
- use statistics
- use humor
- develop clear pros and cons
- call on expert opinions about the issue
- reasons for opinions stated

Organization

Choose between:

- Introduction, supporting reasons, conclusion
- Argument, address counter argument, conclusion
- Introduction, one side of the issue, another side of the issue, conclusion stating your point of view
- Argument, anecdote illustrating your position, conclusion

Use one of the following organizational structures:

- Cause and Effect
- Compare/Contrast
- Order of Importance
- Problem/Solution

Persuasive Writing

Style

Your tone should be:

- objective regarding facts
- subjective regarding wording

Bring your piece to life using:

- emotional appeals
- figurative language
- connotative meanings
- evocative voice
- rhetorical questions
- address the reader: "We should...", "I should..."

Conventions

- Sentence Formation
- Usage
- Mechanics

Questions To Ask Yourself After You Write Your Persuasive Piece

- Did you clearly state your position?
- Did you include reasons to support your position?
- Did you include examples and details to support your reasons?
- Did you include effective transitions that persuade?
- Did you use a lively voice that shows audience awareness?
- Did you include an effective introduction and conclusion?

Persuasive Writing Checklist

Prepare Yourself to Write

- Read the *Writing Situation* and *Directions for Writing* carefully.
- Brainstorm for ideas.
- Consider how to address your audience.
- Decide what ideas to include and how to organize them.
- Write only in English.

Make Your Paper Meaningful

- Use your knowledge and/or personal experiences that are related to the topic.
- Express a clear point of view.
- Fully support your position with specific details, examples, and convincing reasons.
- Include an appeal to logic and/or emotions.
- Organize your ideas in a clear and logical order.
- Write a persuasive paper and stay on topic.

Make Your Paper Interesting to Read

- Use examples and details that would be convincing to your audience.
- Use appropriate voice that shows your interest in the topic.
- Use precise, descriptive, vivid words.
- Vary the type, structure, and length of your sentences.
- Use effective transitions.

Edit and Revise Your Paper

- Consider rearranging your ideas and changing words to make your paper better.
- Add additional information or details to make your paper complete.
- Proofread your paper for usage, punctuation, capitalization, and spelling.

What Persuasive Writing Is and Is Not

An effective persuasive composition . . .
clearly establishes a position on the issue.
fully develops an argument with specific details and examples.
defends the writer's position with relevant evidence that is appropriate for the audience identified in the writing topic.
demonstrates that the writer can anticipate and counter the audience's position on the issue.
uses specific facts, personal experience and knowledge, and/or statistics to support the writer's position.
includes appeals to logic and/or emotion.
contains an organizational structure appropriate for persuasion.
is multi-paragraph writing that supports a specific side of an issue.
uses appropriate voice to engage the reader.
uses precise language and varies sentences.
introduces the reader to the issue, fully develops a position, and provides a sense of closure.
may contain a short narrative in the introduction or a skillful extended narrative that supports the writer's position.
contains correct sentences, usage, grammar, and spelling that make the writer's ideas understandable.

An effective persuasive composition is NOT . . .

copying words or information from the writing topic.

formulaic writing or a repetitive, standard five-paragraph formula that repeats the writer's position and supporting reasons.

a list of irrelevant ideas or supporting ideas that are inappropriate for the audience identified in the writing topic.

writing that fails to consider the audience's position on the issue.

a list of facts, a story, and/or personal anecdotes that are unrelated to the writer's position.

a chance for the writer to simply vent about a topic.

writing in which ideas are presented in an illogical or confusing order.

a single paragraph.

flat, uninteresting writing.

an essay that contains imprecise language and little sentence variety.

writing that presents ideas without introducing, developing, and/or providing closure.

a story that does not address the persuasive purpose of the topic.

incorrect sentences, usage, grammar, and spelling that distract the reader from the writer's ideas.



[GCPS Home](#)

Language Arts

- ◆ [Language Arts Home](#)
- ◆ [Middle Home](#)

Instructional Guide

- [Curriculum Guides](#)
- [Anchor Papers & Rsrcs](#)
- [Content Area Prompts](#)
- [Training Resources](#)
- [Websites](#)

Persuasive Writing

Persuasive Writing is...

Writing that has as its purpose, convincing others to accept the writer's position as valid, adopt a certain point of view, or take action.

Methods:

Provides logical appeals, emotional appeals, facts, statistics, narrative anecdotes, humor, and/or personal experiences and knowledge.

An Effective Persuasive Composition...

- Clearly establishes a position on the issue.
- Fully develops an argument with specific details and examples.
- Defends the writer's position with relevant evidence that is appropriate for the audience identified in the writing topic.
- Demonstrates that the writer can anticipate and counter the audience's position on issue.
- Uses specific facts, personal experiences and knowledge, and/or statistics to support the writer's position.
- Includes appeals to logic and/or emotion.
- Contains an organizational structure appropriate for persuasion.
- Is multi-paragraph writing.
- Uses precise language and varied sentences.
- Introduces reader to the issue, fully develops a position, and provides a sense of closure.
- May contain a short narrative in the introduction or a skillfully extended narrative that supports the writer's position.
- Contains correct sentences, usage, grammar, and spelling that make the writer's ideas understandable.



Gwinnett County Public Schools wishes to meet the needs of all of its students and families. If any member of your family needs assistance or has any questions regarding mobility impaired issues or handicapped access, please contact the principal of your local school.

[Home](#)

[About Us](#)

[Schools](#)

[Students](#)

[Parents](#)

[Staff](#)

[Employment](#)

Gwinnett County Public Schools { [View on Map](#) }

437 Old Peachtree Rd NW Suwanee, GA 30024-2978
Phone: (678) 301-6000

Envisioning a system of world-class schools.

Copyright © 2012 Gwinnett County Public Schools.
All Rights Reserved.