

Are **YOU** Convinced?

▶ PERSUASIVE WRITING

Persuasive writing helps students build strong arguments and express their ideas clearly. It reinforces basic essay-writing skills—organizing ideas, developing and supporting a main thesis, writing with a clear purpose.



NCTE/IRA Standard 12

introduce the genre

The purpose of **persuasive writing** is to convince the reader to think, feel, or act in a certain way. Your students can write a persuasive essay by following these steps:

1. **Write a topic sentence.** A topic sentence tells the reader the main idea of the writer's position on the topic.
2. **Support the argument.** The writer must provide reasons (facts, opinions, statistics) that support his or her position. The writer also needs to consider opposing views, respond to them, and explain why his or her viewpoint is the best one.
3. **Present a clear and strong conclusion.** Arguments should build toward a conclusion that summarizes the writer's viewpoint.

What's Your Story?

"You don't write because you want to say something, you write because you have something to say."

—F. Scott Fitzgerald (1896–1940), *American novelist and short-story writer*

spark creativity: story starters

Share the following prompts to help students craft an effective persuasive essay, letter, editorial, or review. Use the reproducible **"Make a Point!"** to help students plan their essays.

Brainstorm a Topic. What topic is important to you? Do you think that sports stars are overpaid? Do you want to argue for less homework? Longer summer vacations? Better school lunches? Write a persuasive essay on the topic to convince readers to see things your way!

Sell Your Idea. Clip persuasive advertisements from newspapers and magazines. Which ads are convincing? Why? Invent a new product, and design an ad to persuade people to buy it.

Thumbs Up or Down? Be a critic. Write a review of a movie, TV show, video game, CD, or book. Did you like it or dislike it? Write a review and explain why. Be creative and develop your own rating system—thumbs, stars, or whatever you dream up!

Put In Your Two Cents. Newspaper editorials express a writer's opinion on a certain topic or news event. Analyze an editorial from your local paper. How does the writer support his or her argument? Write your own editorial on the same topic, or on another issue that is important to you.

WRITING TIP: Be Logical

A polite and respectful tone will make a persuasive piece effective. Present your information in a logical and well-organized manner.

Weekly Reader