Eng 9 **Persuasive Essays** (Teacher) Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Bl \_

**4 Major types of Essays**

***1. Narrative Essays: Tells a Story*** about a real-life experience. While telling a story may sound easy to do, the narrative essay challenges students to think and write about themselves.

***2. Descriptive Essays: Paints a Picture*** with words. A writer might describe a person, place, object, or even memory of special significance.

***3. Expository Essays: Just Gives the Facts*** : is an informative piece of writing that presents a balanced analysis of a topic. In an expository essay, the writer explains or defines a topic, using facts, statistics, and examples.

***4. Persuasive Essays: Convinces*** the reader to accept the writer’s point of view or recommendation. The writer must build a case using facts and logic, as well as examples, expert opinion, and sound reasoning. The writer should present all sides of the argument but must be able to communicate clearly and without equivocation why a certain position is correct.

* Writing a persuasive essay is like being a lawyer arguing a case before a jury. The writer takes a stand on an issue—either “for” or “against”—and builds the strongest possible argument to win over the reader.
* In a persuasive essay, it’s the writer’s job to convince the reader to accept a particular point of view or take a specific action. Persuasive essays require good research, awareness of the reader’s biases, and a solid understanding of both sides of the issue. A good persuasive essay demonstrates not only why the writer’s opinion is correct, but also why the opposing view is incorrect.
* Aristotle a famous Greek philosopher in the 4th century BC created what he called the “Rhetorical Situation” - a system for making good persuasive arguments which has four parts. Rhetoric is the art of good persuasion, a rhetorical question is not meant to be answered but to make you think.

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| --- | --- | --- |
| **Definition** |  | **Example** |
| **Ethos:**  Ethical appeal. Convince an audience of the author’s credibility or character. Show your audience that you are credible, trustworthy, and worth listening to. If you can convince people that they can trust/believe you, you are more likely to persuade them. |  | *Trust me! I know how good fast food is, and I ate it for years, but now I am truly experiencing the benefits of taking it out of my diet. I have been tracking the benefits and results of not eating fast food for over a year now!* |
| **Logos:**  the appeal to logic, means to convince an audience by the use of logic and/or reason. To use logos would be to cite facts, statistics, historical analogies etc. Making logical arguments. |  | *Just one snickers bar contains almost 500 calories! That is ¼ the amount of an average persons daily recommended calorie intake!* |
| **Pathos:**  Emotional appeal. Persuading an audience by appealing to their emotions. Trying to invoke sympathy from the audience. Another use is to try to inspire anger or inspiration in an audience in order to prompt action |  | *Think of the happiness we could bring to peoples lives if we could make them realize the benefits of healthy eating. We can all help bring families together to improve our health as a group!* |

How will you get your extension?

Ethos: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Logos: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Pathos: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Some other aspects of persuasion**

**Claim:** States your argument.*Example: Chocolate is a very unhealthy snack*

**Using “Big Names” Expert Opinions:** Important people and experts can make your argument seem more convincing.

*Example: Former U.S. president Barrack Obama believes that junk food should be taken out of vending machines.*

**Research:** This is a very important part of a persuasive essay, and it is connected to “Logos”. Using reliable research to back up your argument makes it much more convincing. If you can find statistics/facts in favour of your argument, you are going to be much more likely to persuade your audience. It gives you credibility or believability(made up word)

Example *A study conducted in 2015 found that eating one chocolate bar per day led to a 75% increase in the chance of diabetes in teens.*

**Basic Structure of a Persuasive Essay**

* Introduction
* Body Paragraph (Topic 1)
* Body Paragraph (Topic 2)
* Body Paragraph (Topic 3)
* Conclusion

**The Introduction**

The introductory paragraph is the first-paragraph in the persuasive essay. Introductory paragraphs should have three main parts:

1. [attention-catcher](https://www.ereadingworksheets.com/writing/writing-persuasive-essays/)
2. a [thesis](https://www.ereadingworksheets.com/writing/writing-persuasive-essays/)
3. a [preview](https://www.ereadingworksheets.com/writing/writing-persuasive-essays/)

The introductory paragraph is perhaps the most important paragraph in the essay because it is the first chance to make an impact on the reader. It should clearly express the subject of the essay as well as the writer’s position. While it is generally not required, previewing the main points shows readers that the paper has been thoughtfully composed rather than free formed.

**Thesis Statement**

A *thesis statement* focuses your ideas into one or two sentences. It should present the topic of your paper and also make a comment about your position/opinion in relation to the topic.

Examples:

**Topic: School Uniforms**

Thesis Statement: School uniforms are the answer to many of the problems faced by students in today’s school system.

**Topic: Legal age to drive**

Thesis Statement: The legal driving age in B.C. is too young, and we would all benefit from increasing the legal age at which one can obtain their drivers licence.

**Tips for writing thesis statements**

* Avoid burying a great thesis statement in the middle of a paragraph or late in the paper.
* Be as clear and as specific as possible; avoid vague words.
* Indicate the point of your paper but avoid sentence structures like, “The point of my paper is…” or “My thesis statement is….”
* You don’t need to say “in my opinion” You are the writer – its OBVIOUS that its your opinion.

**Make sure your thesis statement isn’t too general…**

“School uniforms are great.” “Dogs are good pets.”

Vs.

“School uniforms are the answer to many of the problems faced by students in today’s school system.”

“Dogs are great animals, and are clearly superior to cats in many ways.”

**When making your thesis statement, make sure that it:**

* Introduces the topic of your essay
* Cleary demonstrates your opinion or viewpoint in relation to the topic
* Is clear and easy to understand
* Avoids phrases like “I believe, I think, or in my opinion.”

**Create a thesis statement for the following topics:**

1. Which animal is better, cats or dogs?

Thesis statement:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Should schools assign homework?

Thesis statement:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Attention-catcher/hook**

A strong way to start your essay and gain your readers attention. Sometimes referred to as a hook.

Here are a few techniques that can be used to write your attention catcher:

1. Ask a question
2. Use a quotation
3. Startling fact
4. Imaginative situation

**Examples: Topic = School Uniforms**

* Asking a question: Do you think students should be forced to wear stuffy pants and shirts, all while sitting in a hot classroom? Is it right that Canadian citizens, who have committed no crime, should be forced to wear the same outfit day after day?
* Use a Quotation: A wise teacher by the name of Mr. Storey once said, “No student should ever be forced to wear a uniform when they come to school.”
* Startling Fact: In a study conducted by Mr. Storey, it was found that students performed better on tests when they were allowed to choose what they wore to school!
* Imaginative Scenario: Imagine a world where everyone only wore grey. There was no colour in our world, and people would be severely punished if they didn’t comply. This is not a world I want to live in.

**A Preview**

A preview is just a few sentences that explain what each of your main 3 topics are. These 3 topics are going to form your 3 body paragraphs.

**Body Paragraphs**

* Your body paragraphs are formed by your main three arguments/points
* Each body paragraph is based on one main argument
* This main argument is supported by opinions/statements/facts/points

Body paragraphs need:

1. Topic Sentence
2. Supporting details
3. Transition

**Analyze your sample essay Body Paragraph #1**

|  |  |
| --- | --- |
| Topic Sentence 1 |  |
| Opinion / Statement 1 |  |
| Supporting Example/ Fact 1 |  |
| Opinion / Statement 2 |  |
| Supporting Example / Fact 2 |  |
| Connector |  |

**Conclusion**

Your conclusion is the final paragraph of the essay, that ties everything back together. It can be viewed as the ribbon that wraps up the present. It needs to summarize the essay. You should:

1. Make some sort of statement in support of your argument
2. Restate your 3 topics/main arguments
3. Reword/Restate Thesis

Now identify these on your sample essay.

**Title**

Even though this is the first thing that people will read, it should be the last thing that you will write. A good title is like the grabber, it makes people WANT to read your essay. It should show what you have written about and should be provocative. It should NOT just be the basic topic.

**Sample Essay**

**School Uniforms Persuasive Essay**

Imagine a world where everyone was treated equally, and no one was picked on for what clothes they wore. It wouldn’t matter if you had the coolest brands or if you were following the latest styles. School uniforms are the answer to many of the problems faced by students in today’s school system. Many students suffer from bullying due to differences in clothing and brand names in the school yards. Pride in our schools is at an all-time low, and wearing a school uniform might help students to have pride in their school. Finally, students and parents would both save money and reduce the stress involved in shopping and buying the perfect outfit for school. Certainly, one of the most compelling arguments for school uniforms is the reduction of bullying.

Introduction

Bullying is a consistent problem in our Canadian schools. Every day, students are bullied, both verbally and physically, because of their appearance. This may be a result of the clothing that they choose to wear or that they can afford. A study done in high schools across Canada has shown that 38% of students reported being bullied because of the clothes they wear. School uniforms offer some protection against this type of bullying, resulting in a higher rate of student safety in schools. If everyone is wearing the same outfit, there is a much smaller chance of bullying occurring. If students are feeling safe and confident, they will often begin to feel pride in where they go to school.

Paragraph/topic 1

It is important that students are able to feel pride in the school that they attend. Studies show that students who feel proud of their school environment are far more likely to succeed in school. A trendy school uniform is just the thing that schools need to instill this feeling of pride in its students. It is also much easier for teachers to see students from their school when out on a field trip. The students can be easily identified by the colour and logo on their preppy and fashionable school uniform. Pride is particularly important for students whose families struggle with money.

Paragraph/topic 2

One major bonus for schools that provide uniforms is that the uniforms are far less expensive for parents who struggle financially. Parents would only be required to buy one or two outfits for their student each year instead of the endless pants, shirts, skirts and sweaters that many parents are forced to purchase in today’s society. Parents spend an average of $5,000 a year on clothes for their children in Canada. With school uniforms, they wouldn’t have to worry about whether they can afford the latest fashions and brand names, and students wouldn’t have to be embarrassed by what their parents can’t afford. Students would also be less likely to be forced to get after school jobs in order to be able to afford the clothing that they want but their parents cannot or will not buy for them. There is no question that school uniforms are a necessity that has been over-looked in our Canadian school systems.

Paragraph/topic 3

School uniforms have been given a bad rap by students who feel that they should be able to wear whatever they want in the school environment. This is unfortunate because there are many bullying incidents that could have been avoided had schools chosen to make uniforms a requirement much earlier. By lessening bullying and increasing a sense of school unity, uniforms bring out a feeling of pride for one’s school. The uniforms would also save many parents and students hundreds of dollars every year, which would be a blessing in many homes. Every Canadian school should ensure that every student wears a school uniform on a daily basis.

Conclusion

**Essay Planning Sheet for Example Essay**

**Topic: School Uniforms New Title : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Thesis Statement**

School uniforms are the answer to many of the problems

faced by students in today’s school system.

**Paragraph/Topic 1**

Impact of uniforms on bullying

Each of these topics formed its own body paragraph in the example essay

**Paragraph/Topic 2**

Uniforms and school pride

**Paragraph/Topic 3**

Financial impact of school uniforms

**Essay Planning - Practice**

**Topic: Which animal is a better pet, cats or dogs?**

**Your Title : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Thesis Statement**

**Paragraph/Topic 1**

Each of these topics would form their own body paragraph. These would be your three supporting paragraphs that form the body of your essay.

**Paragraph/Topic 2**

**Paragraph/Topic 3**

**Essay Planning - Practice**

**Main Topic: Should schools ban homework?**

**Your Title : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Thesis Statement**

**Paragraph/Topic 1**

Each of these topics would form its own body paragraph. These would be your three supporting paragraphs that form the body of your essay.

**Paragraph/Topic 2**

**Paragraph/Topic 3**

**Practice Writing Hooks / Attention-catchers**

* Should dying people be kept on life support?
* Should tobacco products be banned?
* Should pagers and cell phones be allowed in school?

Practice writing a hook using one of the example topics. Write one for each of these different attention-catching strategies. You don’t have to use the same topic for all of the different strategies.

Topic =

1. Asking a question: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Use a quotation

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. A startling fact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Imaginative Scenario: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_