

McDougal Littell

THE LANGUAGE OF  
**LITERATURE**

**Power Presentations**



# *Writing* Workshop

Persuasive  
Essay

## **Presenting a convincing argument . . .**

**From Reading to Writing** The authors of *Night* and *Farewell to Manzanar* describe terrible injustices that they experienced. You, too, may want to take a stand against injustice or express an unpopular opinion that you believe in strongly.



# *Writing* Workshop

Persuasive  
Essay

**Presenting a convincing argument . . .**

One way to convince others that ***you*** are right is to write ***a persuasive essay.***



# *Writing* Workshop

Persuasive  
Essay

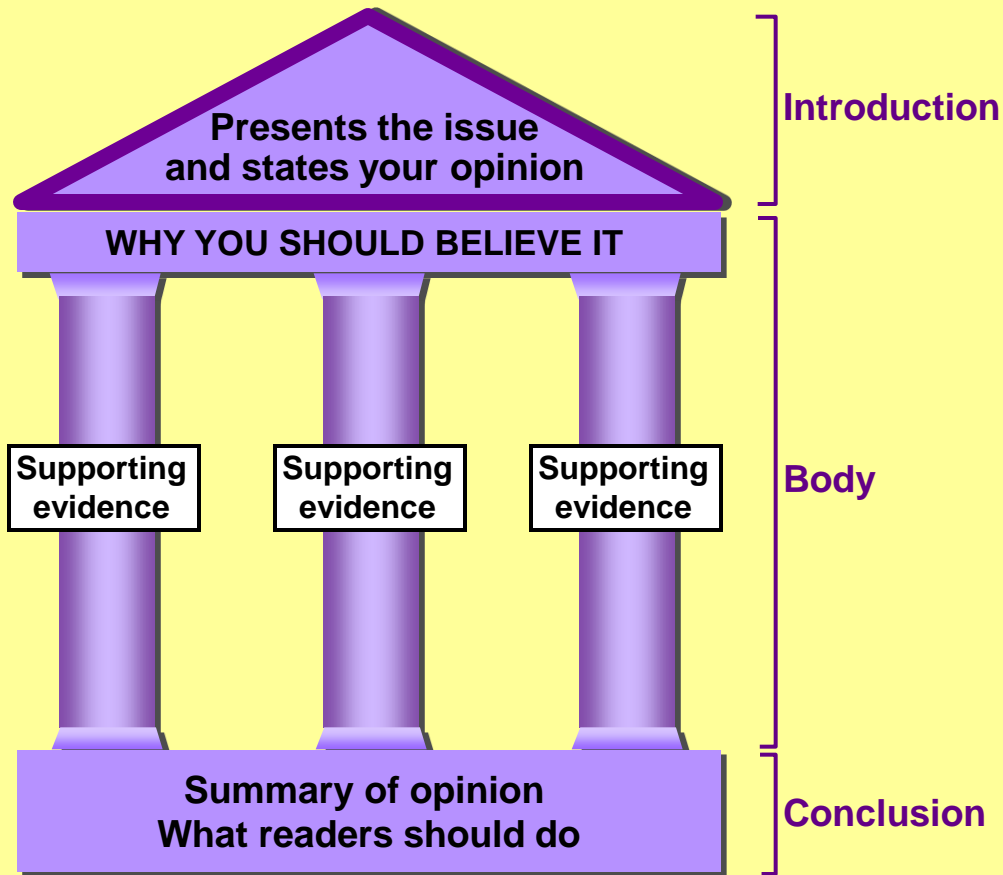
## Presenting a convincing argument . . .

For a ***persuasive essay*** you:

- present your opinion
- defend your opinion with supporting evidence

# Basics in a Box

## Persuasive Essay at a Glance



### RUBRIC

### Standards for Writing

**A successful persuasive essay should**

- state the issue and your position on it clearly in the introduction
- be geared to the audience you're trying to convince
- support your position with facts, statistics, and reasons
- answer possible objections to your position
- show clear reasoning
- conclude with a summary of your position or a call to action

# Writing Your Persuasive Essay

## ① Prewriting

*Good writers are those who keep the language efficient. That is to say, keep it accurate, keep it clear.*

**Ezra Pound, poet**

Think about issues that are important to you and about which people disagree.

# Writing Your Persuasive Essay

## ① Prewriting

*Where can you find ideas?*

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- newspapers
- magazines
- news shows

# Writing Your Persuasive Essay

## ① Prewriting

### *Where do you stand?*

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Once you have decided upon an *issue*, FREEWRITE.

Freewriting helps you clarify your *stand* on an issue.



# Planning Your Persuasive Essay

- ▶ **1. Clearly state your position.** What do you believe about the issue? What are your reasons for believing that way?
- ▶ **2. Consider your audience.** What do your readers know about the issue? What are their opinions on it?
- ▶ **3. Gather support for your arguments.** Where will you find the information you need? What facts, statistics, examples, anecdotes, and quotations support your position? Which evidence is strongest? What support might people who object to your position present? How can you answer those objections?

# Writing Your Persuasive Essay

## ② Drafting

Continue exploring and developing your ideas. Revise your opinion as you write. Eventually, you will need to state your opinion clearly and *support it* with convincing evidence.



# Writing Your Persuasive Essay

## ② Drafting

*Support with:*

- facts
- statistics
- examples
- quotations
- anecdotes

# Writing Your Persuasive Essay

## ② Drafting

Avoid these illogical arguments and faulty and deceptive uses of language:

- **circular reasoning**—restating something in other words without offering proof

*That's the worst idea I ever heard because it's really stupid.*

# Writing Your Persuasive Essay

## ② Drafting

Avoid:

- **over-generalization**—making a statement that's too broad to prove

*Nobody could possibly believe any other way.*

# Writing Your Persuasive Essay

## ② Drafting

Avoid:

- **either-or fallacy**—inappropriately stating that there are only two possible alternatives

*Either I get an A on the test or my life will be over.*

# Writing Your Persuasive Essay

## ② Drafting

Avoid:

- **cause-and-effect fallacy**—assuming that because event B followed event A, A caused B

*I got chosen for the team because I wore my lucky charm.*

# Writing Your Persuasive Essay

## ③ Revising

### TARGET SKILL

### **WRITING EFFECTIVE INTRODUCTIONS**

Capture your reader's attention! Try using:

- a bold statement
- an unusual fact
- an interesting anecdote
- a question
- a quotation



# Writing Your Persuasive Essay

## ④ Editing and Proofreading

### TARGET SKILL

### **CORRECTING FRAGMENTS**

Sentence fragments do not express complete thoughts. For that reason, they make your writing difficult to understand and weaken your arguments.

# Writing Your Persuasive Essay

## ④ Editing and Proofreading

### TARGET SKILL

### **CORRECTING FRAGMENTS**

Correct fragments by adding whatever is missing from the sentence—subject, verb, or independent clause.