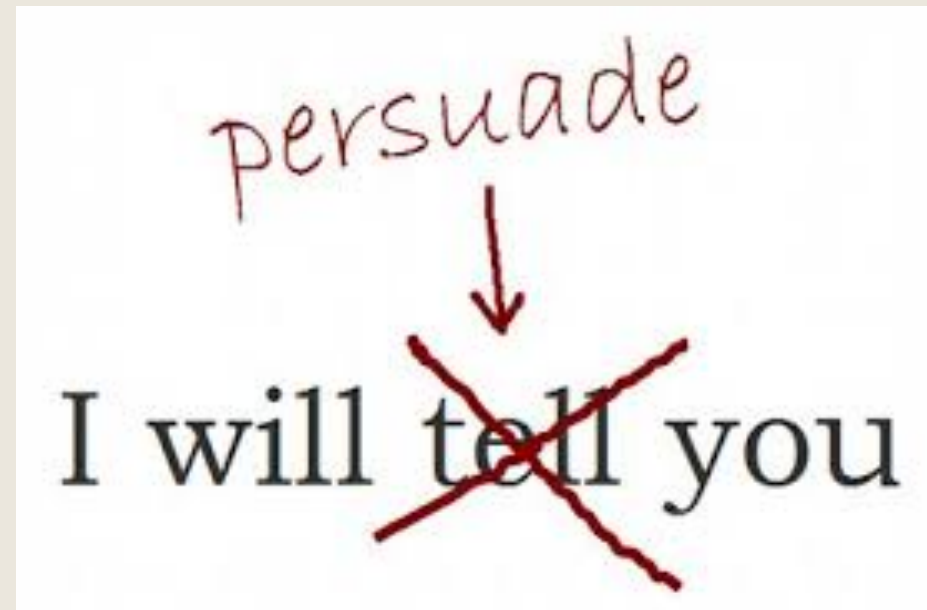


# PERSUASIVE WRITING

Year 7 English  
Term 1, 2018

# Re-cap: What is persuasive writing?

- To persuade = to convince
- Persuasive writing is any piece of writing that aims to convince an audience to believe the writer's point of view or opinion
- Examples?



# Re-cap: How do we persuade people?

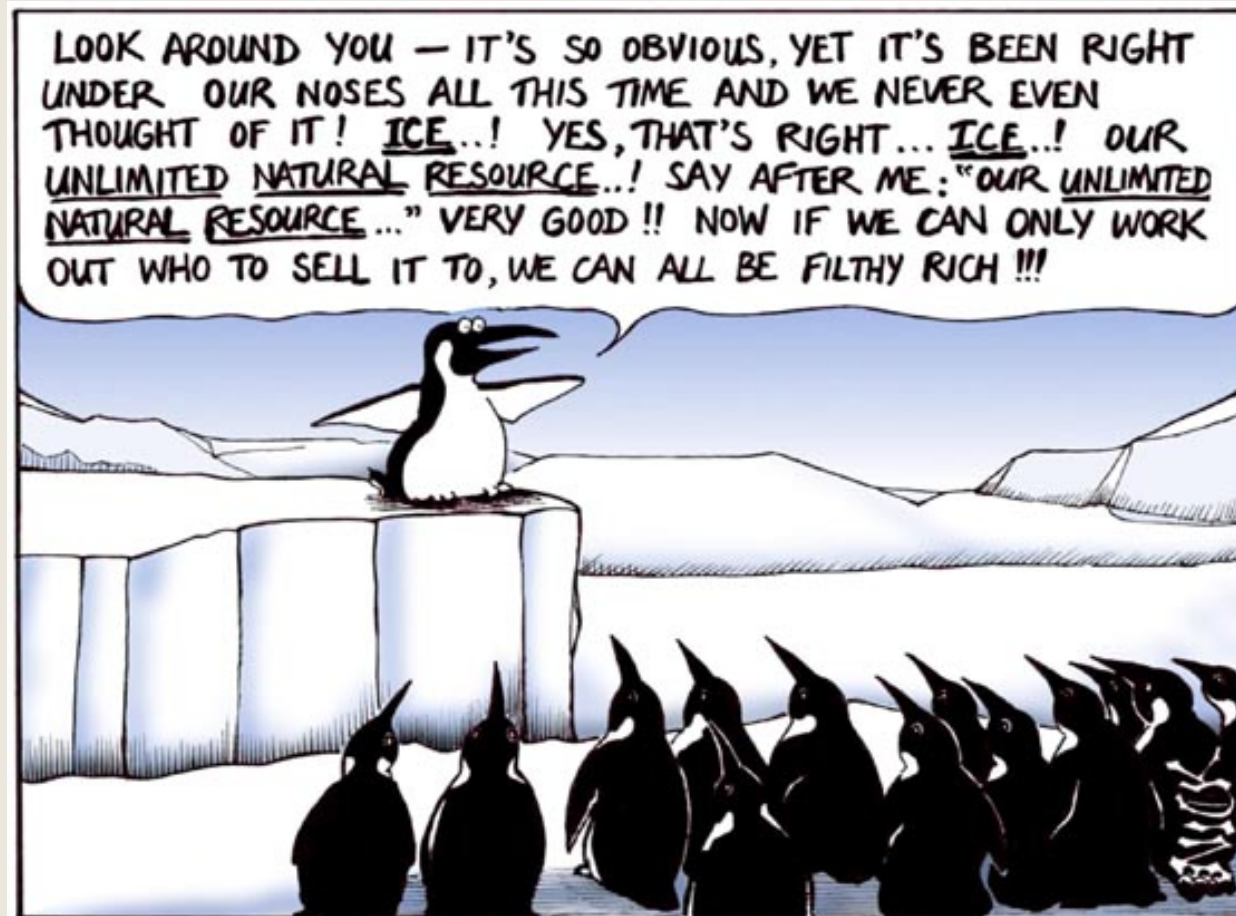
- To persuade someone to agree with our opinion, we need to have strong and logical arguments
- We also can use persuasive techniques to help support our arguments

*What six persuasive techniques did we focus on this term?*

*Which ones can we use in an essay?*



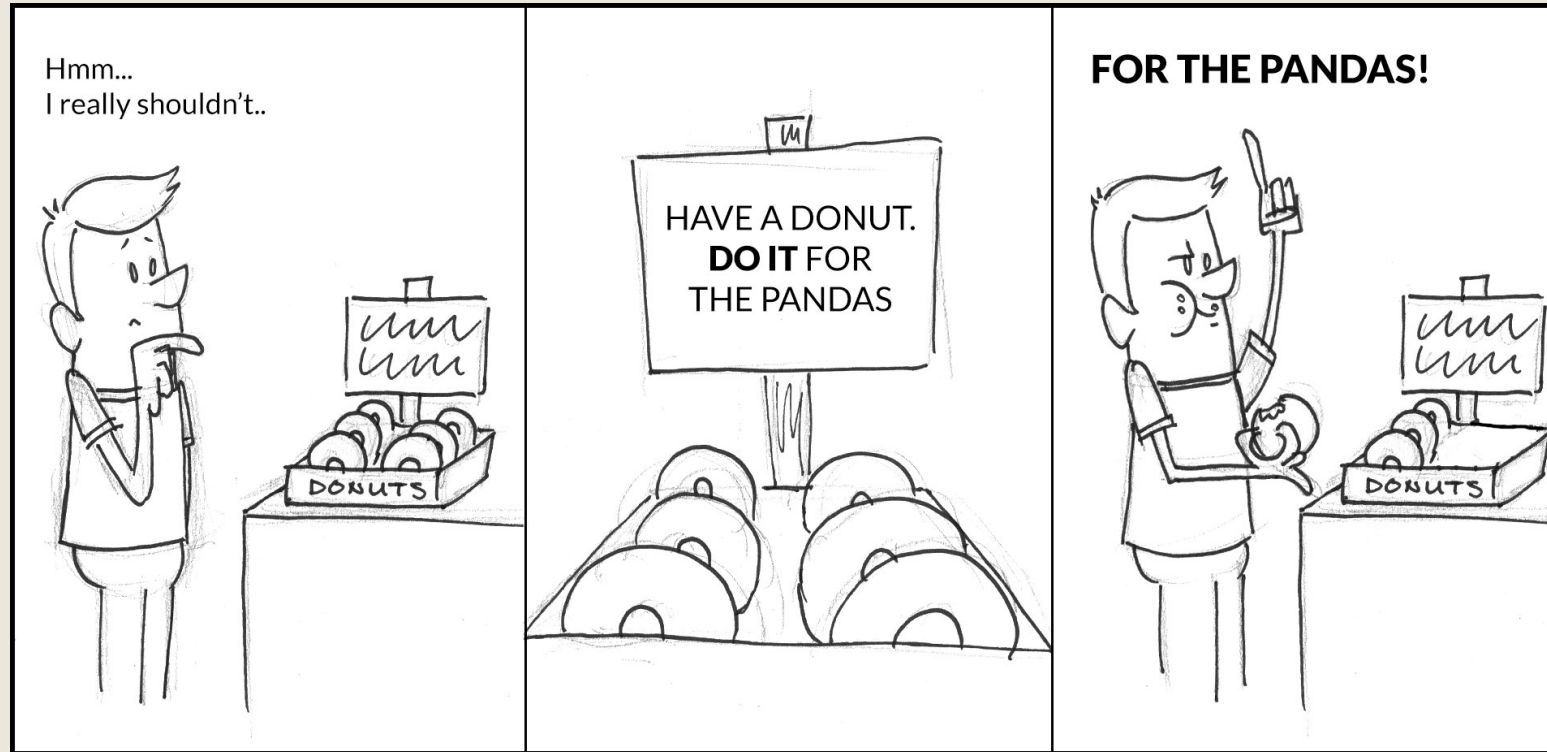
# What persuasive techniques are used in the 'speech' below?



Penguin motivational speakers.

# Assessment task: Essay

# Structure



## Paragraph #1: Introduction

Introduces the subject & contains thesis statement which states your opinion/position

To begin with,  
First of all,

## Paragraph 2: Reason #1

**Examples/Evidence**

In addition,  
Second of all,  
Also,

## Paragraph 3: Reason #2

**Examples/Evidence**

In addition,  
Second of all,  
Also,

## Paragraph 4: Reason #3

**Examples/Evidence**

In conclusion,  
In summary,

Paragraph 5: Conclusion

# Introduction

- The introduction for an essay should serve as a roadmap for the reader. It should tell them what the essay is about & where the essay is going.
- You should:
  - Start with a hook → first sentence that grabs the reader's attention
  - Introduce the issue (your topic)
  - Introduce your contention (opinion on the issue)
  - Outline your three key points (what you will discuss in each BP)



# The Hook

- What is a 'hook'?
- Why do you think it is important in a persuasive essay?
- What techniques might you use to hook your readers?



# Example

Imagine a world in which students are both fit and fashionable. A world in which children transition from the playground to the pool with ease. A schoolyard in which students move mindfully throughout their environments, reaping the benefits of slow, thoughtful movement. Recently, debate has arisen over St Leonard's College's uniform policy. By becoming part of the movement for uniform policy reform, you could be at the forefront of positive change, and help flippers become the new everyday footwear of choice for all of us at St Leonard's College. This would result in a healthier and more mindful school, as well as drastically improve our school's performance in the pool.

Begin by introducing the issue. You can include a 'hook' at the beginning of your essay

Why the issue is up for debate

Introduce your contention (opinion on the issue)

Briefly outline the three arguments you'll explore

# Body paragraph

- You should have come up with **three** arguments to *prove* your contention when you completed your topic proposal. You will write **one** paragraph on each of these arguments.
- Body paragraphs will make up the majority of your essay. It is here that you can really convince your audience to agree with your opinion.
- For every essay you write, your body paragraphs will be made up of the same basic structure – the TEEL structure

# ESSAY Paragraph Structure

## The Basics

### Topic Statement

Introduce your argument with a strong topic sentence stating your idea. Refer to your topic each time to ensure continuity.

### Explanation

Explain your topic sentence or define any ideas in more detail so they are easily understood.

The Bun

needed ingredients



The Meat

### Evidence

Give examples or quotes that make your argument more credible. Explain and analyse each item and show how it relates to the point you are making.

The Bun

### Link

End with a link back to your topic, consolidating your argument, adding personal response and finishing with strength.

T: Topic sentence

EE: Evidence & Explanation

L: Linking sentence

- Where might you use persuasive techniques?
- What could you use as evidence?

Use a signposting term/phrase to start each body paragraph. This makes it clear to readers when you're discussing a new point.

The majority of your paragraph will be EE (evidence and explanation). Here you are elaborating on your argument and explaining how it proves your contention. Use persuasive techniques throughout.

The primary reason for this timely change is the physical health and wellbeing of our students. The simple fact is that walking in school shoes is just too easy. Meanwhile, obesity is an epidemic in Australia, and Bayside is not immune to its devastating effects. With the current school uniform requirements, students simply prance around the schoolyard, ceaselessly flitting and skipping about with ease, burning very little energy and thus stacking on the kilos. However, a recent study conducted at the University of Melbourne by Dr Plat Apoose found that children *triple* their calorie expenditure when completing the movements required to walk in flippers when compared with walking in regular school shoes. Altering the current uniform policy to include a requirement for flippered feet will combat obesity within our College, ensuring students are both fit and fashionable, simply by going about their daily business. Unequivocally, it's a simple, logical solution that puts the wellbeing of our students first.

Your topic sentence should briefly outline the argument being explored in the paragraph

Use your final sentence to tie the ideas explored to the contention. How does it link?

# Conclusion

- In your conclusion, you should:
  - Reiterate your contention
  - Briefly* summarise your key points
  - Make it memorable (perhaps use some persuasive techniques)

The solution is obvious, and the power is yours. By adding your name to the petition for change, you can join the positive movement that puts our best flipper forward to ensure the fitness, mental wellbeing, and academic and cocurricular success of St Leonard's College students. Sign below, and help us “flip” the expectations of others on their head.

Briefly outline key points. This should be done in one or two sentences and merely serve as a final reminder.

Reiterate your contention (opinion) or what you want the reader to do

Make it interesting