

# The Persuasive Paragraph 1.0

Name:

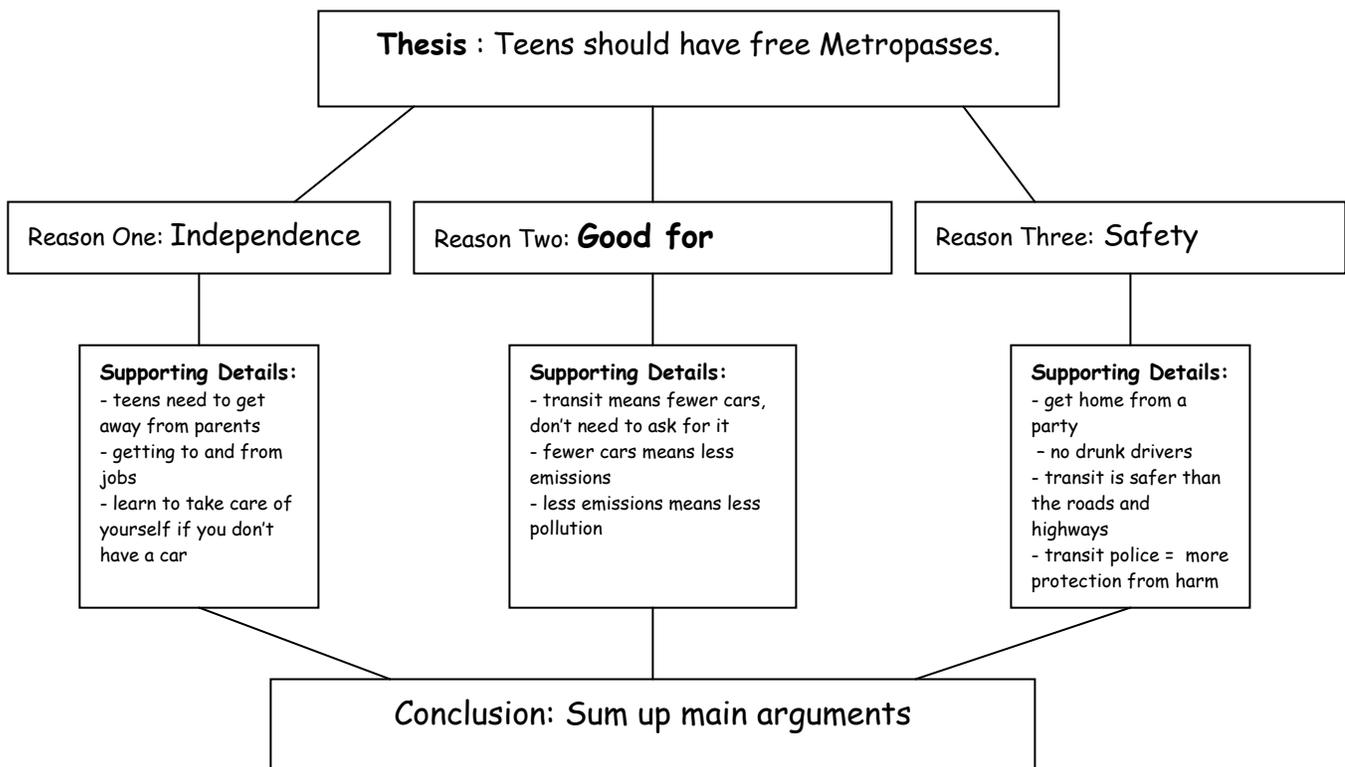
Date:

The art of persuasion has been with us for years beyond memory. The ability to speak and write to convince others is a skill that many cultivate. In the marketplace, in the political world, and in the home, we all find it necessary to win over sceptical people.

How does one learn the art of persuasion? People have written books on the subject since before the time of the Greek philosopher Aristotle. Some of the key features of creating a persuasive written piece or speech are listed below:

- choose a clear position to argue in favour of or against (your thesis)
- organize your arguments into groups and talk about each argument one at a time
- use supporting details to back up each argument for your main thesis
- make use of common advertising techniques (such as using loaded words, humour, bandwagon or uniqueness appeals, celebrity endorsements, links between products or ideas and a lifestyle, scare tactics)
- use a positive tone to emphasize your strong qualities
- avoid arguing both sides of an issue, **BUT....**
- answer potential counter-arguments by mentioning them and then answering them on your terms.

Usually writers choose three key arguments to support a thesis. Each argument is featured in its own paragraph. Speakers often place the strongest argument at the end of a speech and the weakest one in the middle so that they lead off with the second strongest argument. Visually a speech could be mapped out this way:



# The Persuasive Paragraph 2.0

Name:

Date:

## Making a Thesis out of a Topic

A **Topic** is very general - usually just a noun.

A **Thesis** is an attitude or a perspective - an opinion that shows where you stand.

Turn these topics into thesis statements. The first one is done for you.

Topic	Thesis Statement
Pizza	"Pizza is the most perfect food of all."
Smoking	
The Olympics in Toronto	
Boy Bands	
Bullies	
Fashion	
War	
Country Life	

Choose one of the thesis statements you made above. Develop three different reasons for it.

<b>Thesis :</b>		
<b>Reason One:</b> _____	<b>Reason Two:</b>	<b>Reason Three:</b> _____
<b>Supporting Details:</b> - - -	<b>Supporting Details:</b> - - -	<b>Supporting Details:</b> - - -
<b>Conclusion:</b>		

## The Persuasive Paragraph 3.0: Loaded Words and Linking Devices

Name:

Date:

Some phrases are more effective than others when presenting your persuasive arguments. Some words also help ensure coherence and flow in your argument. A few of these are listed below.

### Loaded Words and Phrases:

Advertisers often use loaded words to create the sense that many believe or are doing something. These "bandwagon" phrases provide a false sense of what the majority of people believe. You can also make use of these techniques to help convey the overwhelming persuasiveness of your argument.

<b>Best</b>	<b>Perfect</b>	<b>Surely</b>
<b>Everyone</b>	<b>Nationwide</b>	<b>People everywhere...</b>
<b>Don't be left out...</b>		<b>All over Toronto...</b>
<b>I strongly believe....</b>		<b>I urge you to consider these reasons...</b>
<b>If you are on the side of fairness...</b>		<b>No one in his/her right mind would...</b>

Rewrite these sentences by adding some loaded words.

This is a good car.

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Some people think the Olympics would be a good idea.

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Children should not be forced to work for pennies in an unsafe workplace.

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### Linking Devices:

To join thoughts you need to use linking words to create the sense of flow. Sentences should start with some of the words listed below to build a cause and effect connection.

<b>Furthermore</b>	<b>Likewise</b>	<b>In addition</b>
<b>Moreover</b>	<b>Not only... but also</b>	<b>If.... then...</b>
<b>Yet</b>	<b>Although</b>	<b>Rather</b>
<b>Next</b>	<b>Also</b>	<b>First... second... third...</b>
<b>However</b>	<b>Therefore</b>	<b>Besides</b>
<b>As well</b>	<b>Additionally</b>	<b>Nevertheless/Nonetheless</b>

Join these sentences together by using linking devices to help create flow.

Write answers on the reverse.

1. It is good for you. It tastes great.
2. I will study. I will ace the test.
3. The air is clean in the country. The pace of life is slower.

# The Persuasive Paragraph 4.0 - the mini essay

Name:

Date:

Using the topics from Persuasive Writing 2.0, we can construct a sample mini-essay with short paragraphs of four to five sentences each. Complete the third, fourth and fifth paragraphs on the lines provided. Remember to begin with a topic sentence and to use linking words.

## **Sample topic: Smoking**

### **Paragraph 1 - Introduction**

As more and more places in Toronto become smoke free, it is a good time to reflect on why this is happening. Simply put, smoking is not good for you. It affects your personal appearance, it is expensive, and it has long term health consequences. I'll explore these reasons in my essay.

### **Paragraph 2 - Reason one**

Have you decided to keep your fingers dirty today? How about your clothes? Smoking affects your appearance in negative ways like these. No one will want to be around a smoker who has orange finger tips, yellow teeth and bad breath. Furthermore, smoking makes your clothing smell awful which adds to your poor personal appearance.

### **Paragraph 3 - Reason two**

Not only will you feel poorly about your looks, but you will also be poorer in your wallet. Smoking is an expensive habit.

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### **Paragraph 4 - Reason three**

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### **Paragraph 5 - Conclusion**

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# The Persuasive Paragraph 5.0 - the conclusion

Name:

Date:

The final paragraph of an essay can be the most difficult to write.  
Try using these sentence starters to 'begin' your ending.

## Sample topic: Smoking

### ***A: Restate your thesis in one sentence:***

1. As you can see... > smoking is not beneficial.
2. The evidence is in. It is clear that... > smoking is a terrible habit.
3. There can be no doubt that... > smoking is a harmful activity.
4. Who would have thought something so small could create such havoc? Smoking is a big problem in a little package.

### ***B: Repeat your reasons in one sentence:***

"Smoking affects your personal appearance, it is expensive and it creates serious health risks."

### ***C: Exit sentence:***

Thank you for listening to my reasons. Remember: "tobacco is whacko"! (Good for a verbal speech.)

After listening to all of these reasons there can be no question that smoking is an awful habit to fall into. (Good for a written essay.)

All of these reasons provide excellent proof that you should never let smoking into your life. (Good for a written essay.)

## Essay Planning Sheet

Point One:

Point Two:

Thesis:

Point Three:

Conclusion:

### Possible Opening Statements:

- ask a question
- make a general comment about your past experience

### Connector Words and Linking Devices:

Furthermore	Likewise	In addition	Not only... but also
Moreover	If.... then...	Yet	Although
Rather	Next	Also	First... second... third...
However	Therefore	Beside	
As well	Additionally	Nevertheless/Nonetheless	

# Persuasive Letter Writing: Class Paragraph

Audience: To Toronto's Mayor

Topic: Bedtime/Curfew

My Argument/Thesis: Kids, up to the age of 19, need an 8:00 pm bedtime. Can we pass a city bylaw about it?

## Reason 1:

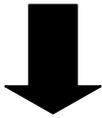
- More energy for school

## Reason 2:

- Adult leisure time increased

## Reason 3:

- Safety for kids for communities



## Supporting Details:

- more focus for timelines for homework
- more wakeful, engaged at school = better grades
- sets the stage for a good morning with a proper breakfast
- less likely to get sick, = fewer medical visits
- less grumpy kids = more pleasant morning chat

## Supporting Details:

- more tv time for folks, less competition
- more time to handle household issues and planning
- more relaxation makes parents more cheerful and more likely to vote for you
- peace of mind = better mood, happy city

## Supporting Details:

- less likely to get sick, more rested and have a better level of self-esteem
- fewer reckless drivers on the road
- darkness assists bad behaviour= less graffiti, less vandalism, drinking broken glass, crime, gang activity
- fewer abductions
- more parent peace of mind

## **Closing:**

I urge you to consider these reasons. Thank you for considering my letter. I hope you can make an effective bylaw.

Yours Sincerely, Mr. Reynolds.