**HOW TO WRITE A PERSUASIVE ESSAY – Slide 1-27**

* **Lead / Hook**  
  Grab the Reader’s Attention
* Position Statement/Thesis and Forecast

A position/thesis statement is always \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that states your claim or assertion (belief) about a topic. A thesis statement usually includes a forecast (brief preview of your arguments).

(I believe)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ because of argument 1, argument 2, and argument 3.

* Text Structure of an Argumentative Essay

**Approach #1**

* Introduction (include hook, position statement)
* Argument #1
* Argument #2
* Counterargument + your refutation
* Conclusion
* Text Structure of an Argumentative Essay

**Approach #2**

* Introduction (include hook, position statement)
* Counterargument + your refutation
* Argument #1
* Argument #2
* Conclusion
* Text Structure of an Argumentative Essay

**Approach #3**

* Introduction (include hook, position statement)
* Counterargument #1 and your refutation (Argument #1)
* Counterargument #2 and your refutation (Argument #2)
* Counterargument #3 and your refutation (Argument #3)
* Conclusion
* Conclusion  
  Restate the Thesis and Commentary

**CONCLUSION EXAMPLE**

* #1 - But one hundred years later, the Negro still is not free. One hundred years later, the life of the Negro is still sadly crippled by the manacles of segregation and the chains of discrimination. One hundred years later, the Negro lives on a lonely island of poverty in the midst of a vast ocean of material prosperity. One hundred years later, the Negro is still languishing in the corners of American society and finds himself an exile in his own land. So we have come here today to dramatize a shameful condition.
* #2 - And when this happens, when we allow freedom to ring, when we let it ring from every village and every hamlet, from every state and every city, we will be able to speed up that day when all of God's children, black men and white men, Jews and Gentiles, Protestants and Catholics, will be able to join hands and sing in the words of the old Negro spiritual, "Free at last! free at last! thank God Almighty, we are free at last!"

**Audience and Author’s Purpose**

* *When writing your argument, always remember the interaction between the writer and the reader. The writer is trying to convince a reader who may be enthusiastic or resistant or simply disinterested. Persuasive writing must be well-organized, but it must also hook the reader, and then keep him or her engaged with creative and authentic word choice.*
* Consider your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_!
* To be an effective writer, you must use language that is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, not writer-centered. In other words, transcend your own perspective and consider the needs and interests of your readers. Ask yourself: What do my readers know about the topic? Are my readers likely to have an emotional response to my work? What do I want my readers to do, think, or feel?