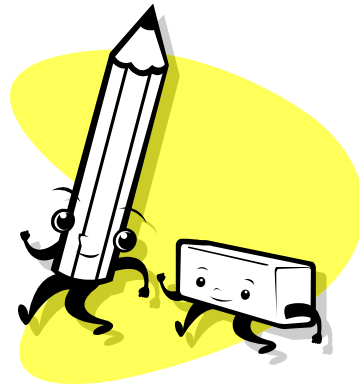


# Persuasive Writing

“How to express an opinion, support it with evidence, and convey these thoughts using an intentional writing voice are skills urgently needed in writing instruction.”  
(Caine, 2008)



# What is Persuasive Writing?

- Persuade or convince someone to do something that you want them to do.
- Reasons are provided from perspective and counter perspective.
- Evidence should support the cause and explain what the consequences will be if the things being listed aren't done.
- Writing should be convincing!



# Purpose of persuasive writing

- Win someone to your viewpoint or cause.
- Put forward a point of view or justify a position.
- Encourage people to purchase something, partake in a specific type of activity or think in a certain way.
- Present the position clearly and support it with evidence, facts, and examples using appeals, moral character, and emotion.

# Why teach persuasive writing?

- Opportunities to have voices heard.
- Advocate for issues they care about.
  - Such as issues centered around their own lives, in the world around them, the local community, or even the classroom to name a few.
- Develop as active citizens and how to think independently (Bomer & Bomer, 2001).
- See that persuasive and opinion writing is purposeful and can improve the lives of others, not just their own (Picard Taylor, 2008).
- Move beyond the four walls of the classroom and become more thoughtful about the larger world around them.

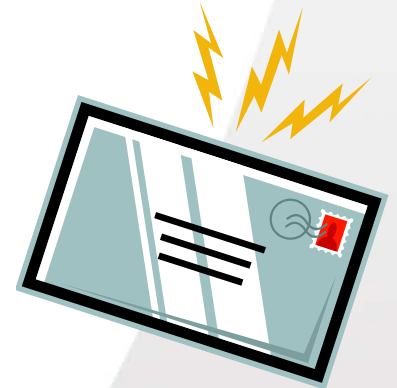
# Persuasive writing requires writers to...

- Write with purpose for a selected audience
- Decide upon and then elaborate on the most important parts of their message
- Write and edit for readers, making sure the text is easy to read



# Different Types of Persuasive Writing

- Editorials
- Op-eds
- Advertisements
- Articles
- Advice columns
- Political cartoons
- Personal essays
- Reviews – book, movie, game, restaurant
- Letters to the editor
- Persuasive letters
- Debates
- Arguments
- Signs



<b>Type of Writing</b>	<b>Purpose of the Writing</b>
op-ed	provide and support an opinion, usually on a current event
editorial	provide and support an opinion, usually on a current event
persuasive letter	convince a decision maker to support a cause or position
letter to the editor	provide an opinion on an article and/or current event topics
political cartoon	convey a political or social message or view
political speech	win support for a policy or position
advertisement	sell goods and/or services
advice column	counsel, and suggest the reader acts in a particular way

# Getting Started: A Workshop Approach

- Consider writing purpose and audience.
- Find topics that lend themselves to persuasive writing.
- Explore topics that matter and a range of ways to develop ideas into a published piece for an authentic audience.





# Finding a Writing Process

- Students engage in prewriting, drafting, revising, editing and publishing.
  - This will look different for each individual child.
  - Some students will have an idea and will begin drafting immediately, others will need time to tease out their topics and ideas.



# Mini-Lessons

- Begin by exploring topics of interest.
- Offer some direct instruction by thinking aloud, modeling, and/or using mentor text to help frame students' understanding of the genre, purpose, and possible techniques for developing this type of writing.
- Model your own writing process for students.
  - Try some of these ideas out as a writer yourself and use your writing and your writing process as a model for your students.

# Persuasive Text Structure

- Begin with an opening statement that tells readers what is being argued or what the topic is about.
- Provide reasons or arguments to support the given stance.
- Support with facts and opinions.



# Presenting a Counterargument

- Introducing a counterargument
  - It might seem that...
  - Some might think...
  - Of course...
  - But why...
  - But how about...
  - But what about...
- Explain why the counterargument is wrong
  - But...
  - Yet...
  - However...
  - Still though...



# Encourage Self-Reflection



- What did you work on today as a writer?
- Why did you select this topic?
- Who might be interested in this topic?
- What is the best way to communicate my ideas about this topic?
- What is your plan as a writer to develop your ideas about this topic further? (This could be modified with a response such as smileys or frowns in response to statements).

# Instructional Approaches

- Model your own writing
- Study mentor texts
- Graphic organizers
- Mini-lessons with time for independent practice

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Topic:



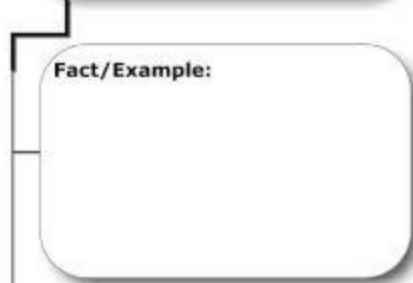
Reason 1:



Reason 2:



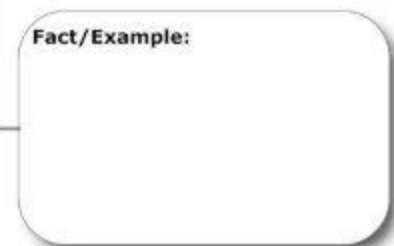
Fact/Example:



Fact/Example:



Fact/Example:



Fact/Example:



# Persuasive Writing Brainstorming Activity

- Make a list of the times when you tried to persuade someone.
- For example:
  - To get the kids to take turns on the iPad.
  - For my brother to do the dishes so I can go out to play.
  - For my mom to let me have a friend sleep over.

# Daily Questions for Persuasive Writing

## Winter is the best season

True	False
Tasha Joey Rodriguez Kenny	Cameron Victoria Keisha Nate

- Each morning, students respond to a statement written on chart paper to indicate whether they agree or disagree.
- During writing time, have students write reasons for their belief.
- Come together to discuss their opinions.

*Children need ongoing daily opportunities to talk and research within the genre being studied. (Stead, 2001)*



# Sample Anchor Chart to Develop with Students

## What Makes a Good Persuasive Piece

- The writer first picks a topic or a side.
- The writer researches the topic.
- Use a range of text to help you.
- Provide strong arguments as support.
- Use illustrations, photographs and diagrams to convince the reader.
- Use good persuasive words.
- Stay on topic.
- Engage the readers with a catchy beginning.
- Leave the readers with a powerful ending.



# Possible Topics

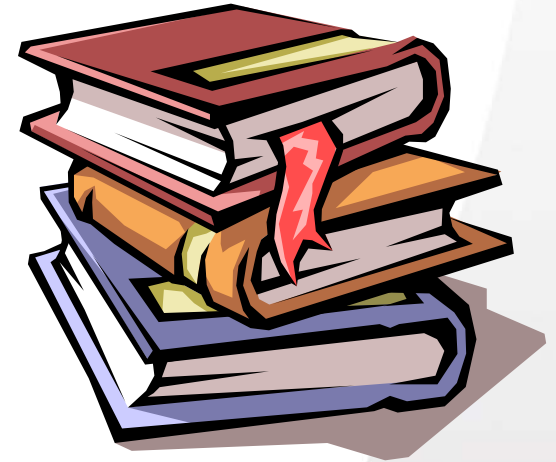
- What is the best pet?
- Should kids have homework?
- Should school be year round?
- What is the best toy? Book? Vacation spot?
- Who should be class president?
- What is the best sport? Team?
- Why should we save water? Electricity?



# Suggested Mentor Texts

Mentor Text - Find a book or an article that deals with a controversial topic or a topic that children can relate to.

- *Can I Keep Him* by Steven Kellogg
- *Dear Mr. Blueberry* by Simon James
- *Duck for President* by Doreen Cronin
- *Earrings!* by Judith Viorst
- *Grace for President* by Kelly DiPucchio
- *I Wanna Iguana* by Karen Kaufman Orloff
- *I Wanna New Room* by Karen Kaufman Orloff
- *The True Story of the Three Pigs* by Jon Scieszka
- *Scholastic News*
- *Time for Kids*
- *Hey, Little Ant* by Phillip M. and Hannah Hoose
- *The Butter Battle Book* by Dr. Seuss
- *The Cat in the Hat* by Dr. Seuss
- *Dear Mrs. LaRue* by Mark Teague
- *Click Clack Moo Cows That Type* by Doreen Cronin



# Your Turn!

Now ask yourself:

- What is persuasive writing?
- What is the purpose of persuasive writing?



# Check for Understanding

- What is persuasive writing?
  - Persuade or convince someone to do something that you want them to do
- What is the purpose of persuasive writing?
  - Win someone to your viewpoint or cause.
  - Put forward a point of view or justify a position.
  - Encourage people to purchase something, partake in a specific type of activity or think in a certain way.

