

Learning Objective:

We will write a persuasive essay.



CFU: What are we going to write? P/S;NV

APK:

You know from experience that people do not always agree on the same issues.

You want a new cell phone.

..



but your parents do not think you should have one.



one reason

to argue your point of view

A's explain to B's

reason

B's describe to A's

reason

CFU: Select NV to share; *You already know how to use reasons to persuade others to agree with your point of view. Now, we will use this type of thinking to write a persuasive essay.*

Importance:

Your words can make things happen! Persuasive writing is about convincing readers to believe as you do about an issue that is important to you.



Not only can you change readers' minds, you can influence them to take action and make the world a better place.

CFU: Share with your partner why being able to write a persuasive is important? Are there any other reasons? P/S;NV

Concept:

A **persuasive essay** is a type of formal writing used to convince readers to think or act a certain way.

A **persuasive essay** must:

- identify an issue and take a clear position in it;

Example: *Licensing pets has benefits for both you and your pet.*

- provide reasons and evidence that support your position;

Example: *Thousands of pets are lost every year.*

- address possible reader concerns including counterarguments;

Example: *Many people believe licensing is too expensive, but it only costs about twelve dollars per year.*

- include a closing statement.

Example: *Clearly, licensing pets is a win-win idea for both pets and their owners.*

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CFU: A's tell B's, what is a persuasive essay? B's share with A's what is one item a persuasive essay must have? PS, WB, NV

Concept: A **persuasive essay** is a type of formal writing used to convince readers to think or act a certain way. A **persuasive essay** must:

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- address possible reader concerns including counterarguments;
- include a closing statement.

Skill Development: *Prompt & Brainstorm*

Your principal is thinking about purchasing lockers for your school site. Do you think lockers will improve the learning environment at your school? Write a letter to the principal of your school that will persuade him to accept your viewpoint. Be sure to address opposing points-of-view in your letter.

Pro

Con

CFU: With your learning partner, discuss reasons that support the principal's decision to purchase lockers. Write one pro on your WB.

Now discuss reasons that reject the principal's decision to purchase lockers. Write one suggestion on your WB.

Teacher to scribe class comments on separate T-chart

Writing your thesis statement

A thesis statement, or clearly stated opinion, tells both your issue and your point of view on it.

Example:

Issue: *Licensing pets* ▼

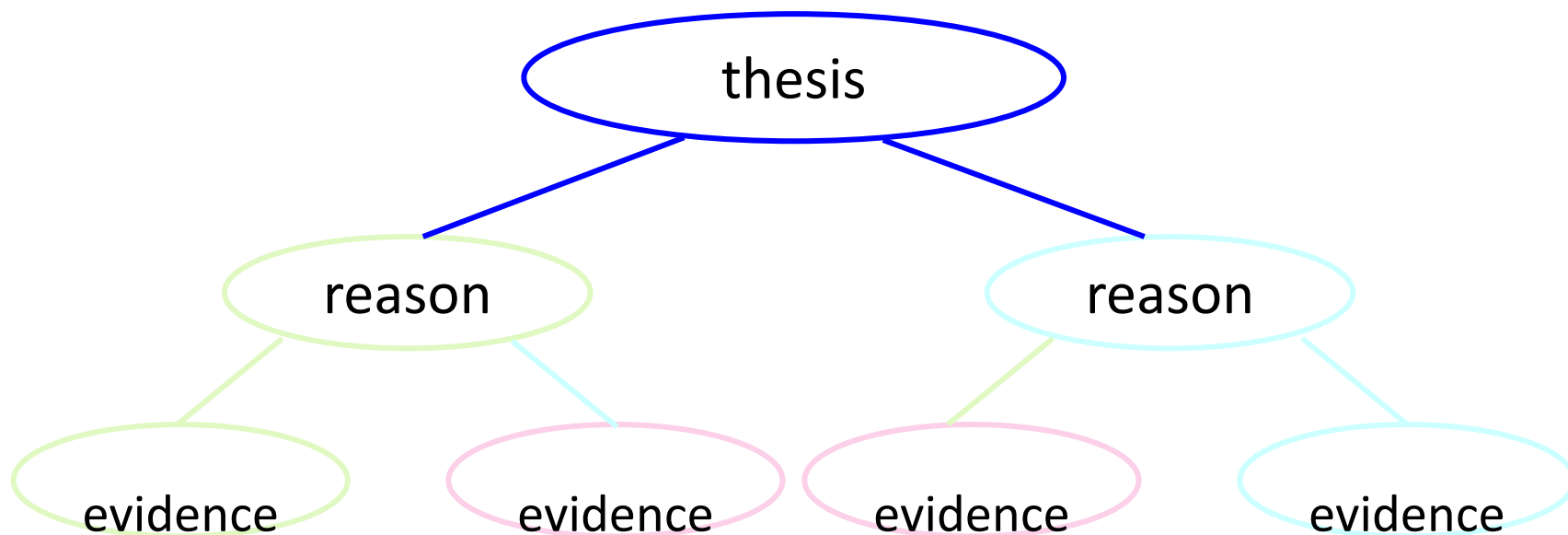
+ Point of view: *Pets should be licensed* ▼

Opinion statement: *Licensing pets has benefits
for both you and your pets
and is a crucial responsibility
for all pet owners.* ▼

CFU: Our issue is whether or not the principal should buy lockers for school. A's share with B's your point of view on the issue. B's explain your point of view to A's. Now, use the model and write your thesis on your WB. NV to share. Write thesis on Graphic Organizer.

Supporting your thesis statement

In a persuasive essay, you must **support your thesis** with solid **reasons** and **evidence**. This builds a convincing argument with which to persuade readers. ▼



Supporting your thesis statement with reasons

Reasons tell *why* you hold your point of view about an issue. The reasons you give must make sense if they are to persuade your reader

Example:

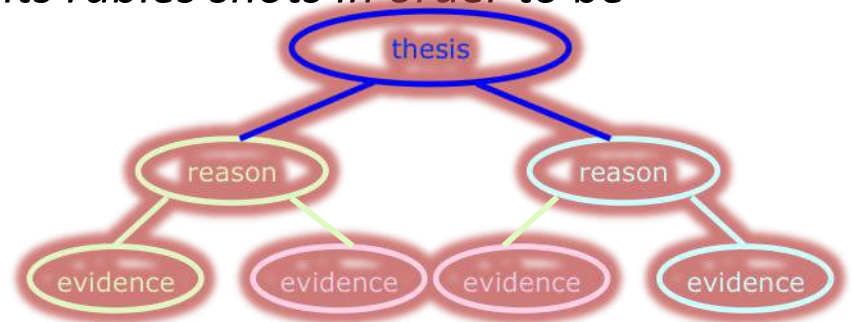
Reasons:

Licensing pets helps locate missing pets.

Licensing pets makes pet owners more responsible.

In our state, a pet must have had its rabies shots in order to be licensed.

CFU: What are reasons? What do reasons support? P/S two reasons to support your thesis and write them on your WB. Write the reasons on your graphic organizer.



Supporting your thesis statement with reasons

Give at least one—and preferably two or three—strong pieces of **evidence** to support each reason in your essay. There are many types of evidence:



expert opinions

facts

statistics

anecdotes and
examples

Supporting your reasons

An **expert opinion** is the opinion of an authority on the issue. This cannot be used on an on-demand essay because you will not be able to interview anyone during the exam.

A veterinarian at a local animal shelter, Dr. Tamesha Lane, says, “We can now afford to care for more strays here with the money generated by pet licensing.”

CFU: What is an expert opinion? Why is it not appropriate for an on-demand essay? PS, NV



Supporting your reasons

A **fact** is a statement that can be proved true.

In our state, the money generated by pet licensing goes for the care of stray animals.

A **statistic** is a fact in number form.

The money generated from pet licensing helps care for 50% of the strays in our state's shelters.



Facts and **statistics** cannot be used on on-demand essays unless you know the facts (like school rules) or you have memorized a statistic. Do not create pretend facts or statistics!

CFU: What is fact? How is a statistic different from a fact? WB, PS, NV

Supporting your reasons

An **anecdote** is a brief story that illustrates an idea. ▼

My friend Mike had a cat that ran away two weeks ago. Mike's cat wasn't licensed, so his chances of getting the cat back are lower.

An **example** is a specific instance that illustrates a general idea. ▼

Microchips used for pet licensing are very small; they are usually the size of a grain of rice.



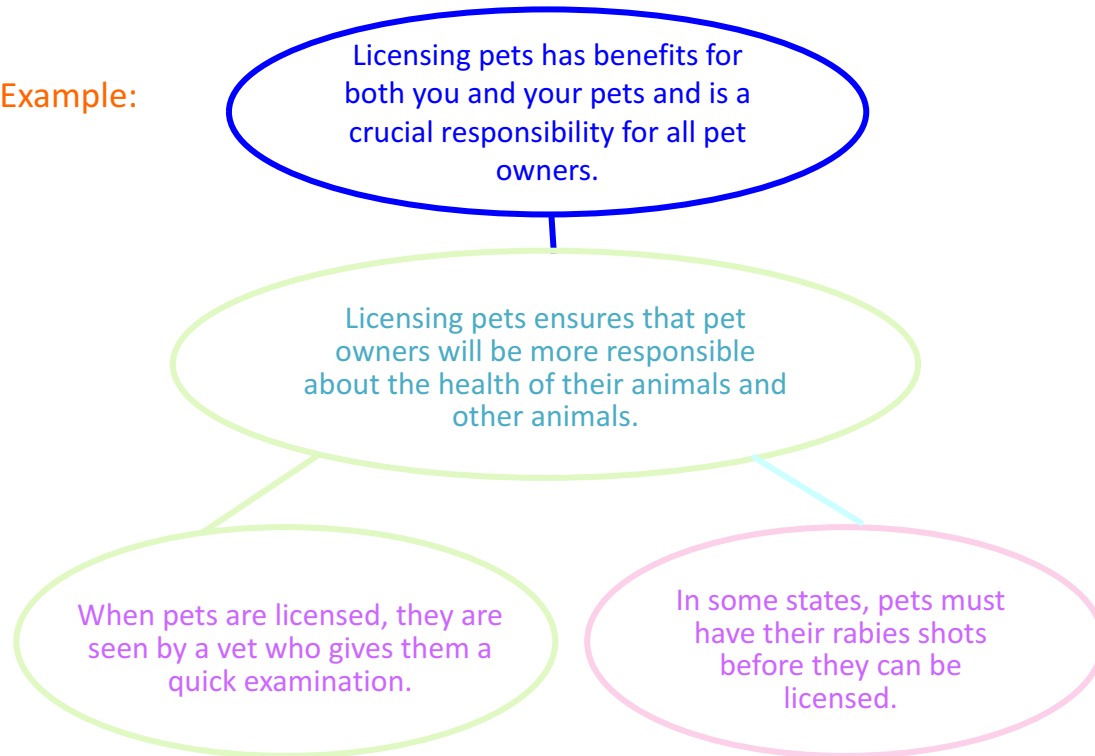
Both **anecdotes** and **examples** are perfect to use for an on-demand prompt and will be the focus support for our in-class essays.

CFU: What is an anecdote? How is an example different from an anecdote? Can we use anecdotes and examples for on-demand essays? WB, PS, NV

Supporting your reasons

Make sure the evidence you use in your essay clearly and directly supports each reason that you give. Include at least two pieces of evidence per reason.

Example:



CFU: What does evidence support? What is the least amount of evidence you should include per reason? Explain one piece of evidence for your reason to your partner. Why is it good evidence? Place it on your graphic organizer. Repeat. WB, PS, NV

Introduction (P #1)

A Writer's Model

~~My parents taught me to be responsible for our pet dog Jake. That is why we have licensed him.~~

~~Although pet licensing is important for the safety of pets, it ignored by many owners. Licensing your pet, however, has benefits both for you and your family pet and is a crucial responsibility for all pet owners.~~

Hook/engaging beginning

Overview of topic

Thesis statement

CFU: What three components are needed in the introduction of a persuasive essay? Looking at your graphic organizer, where will you find the information you need for this paragraph? Write your introduction in column #1. WB, PS, NV

Reason One (P #2)

A Writer's Model

~~Licensing can help you locate your pet if it is lost. In some states, a pet receives a license tag, but in our state, a chip with contact information is placed under your pet's skin. If your pet runs away, whoever finds it can take it to the nearest shelter. Workers at the shelter can scan the chip and find contact information. My friend Mike had a cat that ran away two weeks ago. Mike's cat wasn't licensed, and he still has not found his cat. If he had taken the opportunity to get his cat licensed, he might already have his cat back home.~~

reason #1

fact

anecdote

CFU: Discuss with your partner about what is needed in paragraph 2 of your essay. Looking at your graphic organizer, where will you find the information you need for this paragraph? Write your reason one paragraph in column #2. WB, PS, NV

Reason Two (P #3)

A Writer's Model

Not only will licensing help you locate a missing pet, but it will also ensure that you are a responsible pet owner by keeping up with your pet's shots. In our state, a pet must have had its rabies shots in order to be licensed. Since, rabies is a serious and deadly virus that can be transmitted from one animal to another, vaccinating your pet is obviously the responsible thing to do. Licensing your pet guarantees your pet gets this important shot, so being a responsible pet owner means purchasing a license for your pet.

reason #2

fact

fact

CFU: Compare the components of paragraph 3 to paragraph 2. What makes them similar? Looking at your graphic organizer, where will you find the information you need for this paragraph? Write your reason two paragraph in column #3. WB, PS, NV

Counterarguments

When you think about why your audience might disagree with you, you are considering their **counterarguments**, or reader concerns.

Counterargument: Many people think licensing their pet is too expensive.

Answer these **counterarguments** to show your audience that you have considered their concerns. This will make them more likely to agree with you.

Answering counterargument: Licensing a pet costs only \$12.00. This is not very much money to protect your pet.

CFU: What is a counter argument? Why are counter arguments important to the essay? Share a possible counter argument to your thesis statement. How will you answer this reader concern? Write the counterargument and answer on your whiteboard. WB, PS, NV

Counterargument (P #4)

A Writer's Model

~~Some people might say that licensing a pet is too expensive, but licensing a pet is really inexpensive compared to other items pet owners must spend money on to care for a pet and the other benefits it holds. In our county, for example, it only costs \$12.00 per year to license a pet. Not only is this less than the cost of one month supply of pet food, but is worth the peace of mind you will have if your pet is lost. Plus, the money from licensing helps care for stray animals in our state's shelters, including the shelter in our town. Although it is a minor cost, licensing is an important piece of pet care and owner responsibility.~~

counterargument

answer

example

fact

CFU: Write your counterargument paragraph in column #4. PS, NV

Concluding your persuasive essay

Conclude your persuasive essay by **restating your thesis** in a new way.

Then give a **summary of the reasons** that support your opinion.

Lastly, include a **call to action** with suggestions as a final statement to wrap up your essay. This encourages the reader to change their behavior in favor of your point of view.

Please, write to your city council and tell them that you would like this policy changed.

CFU: What are the three components needed in the conclusion of a persuasive essay? What is a call to action and why is it used to wrap up the essay? WB, PS, NV

Conclusion (P #5)

A Writer's Model

It is important for owners to take care of their pets. Part of being a responsible pet owner includes purchasing a license which is clearly a win-win idea for both pets and their owners. Licensing helps owners locate their missing pets, reminds them to get their pets vaccinated against rabies, and supports the work of animal shelters in caring for stray pets - all of this for only a small yearly fee. If you own a pet, please make plans to get it licensed immediately.

thesis restated

summary of reasons

call to action