

Persuasive Essay

Write the Introduction

The introduction is the opening paragraph of your essay. Make the introduction effective. It should

- grab your readers' attention
- introduce your focus or topic
- state your controlling idea, or thesis
- briefly explain why your audience should care about the issue

Write the Body: Organize Your Ideas

Use your planning notes to write the body, or main paragraphs, of your essay. In the body, guide and inform your readers' understanding of your key ideas. Include views (A **view** is a belief or assumption about a particular issue.), concerns (A **concern** is a worry a reader might have about the ideas an author suggests.), and counter-arguments (A **counter-argument** is an argument, or position statement, that counters or opposes another argument.) that your readers might have about your position. Then respond to these views, concerns, and counter-arguments using evidence (The reasons, facts, and examples that support your position are your **evidence**.).

Show your understanding of the topic by relating each paragraph to your controlling idea. Each paragraph should clearly express one main idea and only include details that support the idea.

Organize your ideas and evidence clearly and logically. You might organize ideas and evidence based on

- order of importance (To organize details using **order of importance**, put the most important information first or last.)
- cause and effect (To organize details using **cause and effect**, describe an event or action and what results from it.)
- comparison and contrast (To organize details using **comparison and contrast**, describe similarities and differences between things or ideas.)

The organization you use should create a focused (A **focused** essay is one that clearly sticks to its purpose.) and coherent (A **coherent** essay is one in which each paragraph expresses the key idea in a way that is clear to readers.) essay. As you write, be sure to use and maintain a formal (In **formal** writing, you usually write from the third-person point of view and avoid using slang, contractions, and conversational language.) style. CCSS W.6.1a, b, d

Write the Body: Link the Ideas

Transitions help to show how ideas (your claim and counter-arguments) and evidence (facts, opinions, reasons, and examples) are related. Use transitions to

- link the main idea and supporting details in a paragraph
- help the reader understand how each new paragraph relates to the argument

Click relationship transitions (**Transitions: Addition:** also, and, besides, both . . . and, furthermore, in addition **Contrast:** but, however, instead, on the other hand, still, yet, **Choice:** either . . . or, neither . . . nor, nor, or, otherwise

Importance: first, last, mainly, most important, most of all, **Cause and effect:** as a result, consequently, for, so, so that, then, therefore, thus, **Sequence:** after, as, before, next, since, then, until, when, while) to see some words and phrases you can use to show different relationships in a persuasive essay. Then add some transitions to your body paragraphs.

Write the Conclusion

Write an effective conclusion to your essay. An effective conclusion follows from and supports the argument you are making. Your conclusion should

- restate your controlling idea, or thesis
- summarize your main ideas
- encourage readers to agree with your position
- encourage readers to take action