

Module 5: Obstacles on the Road to Self-Discovery

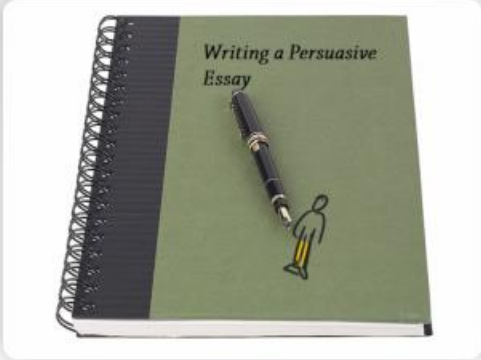
Topic 5 Content: Writing a Persuasive Essay

Introduction

Writing a Persuasive Essay

Introduction

Within a persuasive piece, the writer takes a stand for or against an issue and supports his or her ideas with heavily supported claims. Then, the writer addresses the counterarguments, and ends with a call to action. Ultimately, the writer wants the reader to agree and believe in his or her perspective or actually become motivated to do something. In this interactivity, use the previous and next buttons or click each step to learn the proper way to structure a persuasive essay.



1 2 3 4 5 6 7

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Topic 5 Content: Writing a Persuasive Essay

Before You Write

Writing a Persuasive Essay

Before You Write

Before you write, you will want to prepare yourself. Any successful author will first research the topic. The purpose of the research is to find credible information regarding the pros and cons of the issue. When you are researching, make sure that you take a stance on this issue. You need to ask: Are you for or against the issue? Make sure that you have found solid information that supports your view on the issue. Remember, you will also want to find information that contains the opposing views. In your essay, you will need to refute the opposing views. Once you have completed some basic research, you will want to begin planning and organizing your writing.



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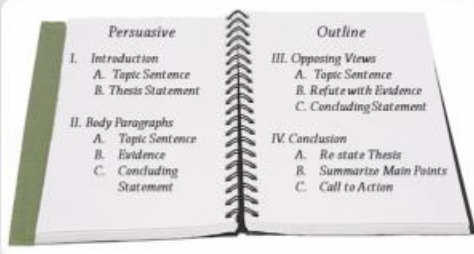
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Outline

Writing a Persuasive Essay

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Creating an outline of your essay will help you remain organized and ensures that your essay provides all of your evidence. This same outline will help you to address each of the opposing views and conclude your paper. Please view the image to view an outline of how a persuasive essay is constructed.



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Topic 5 Content: Writing a Persuasive Essay

Body Paragraphs

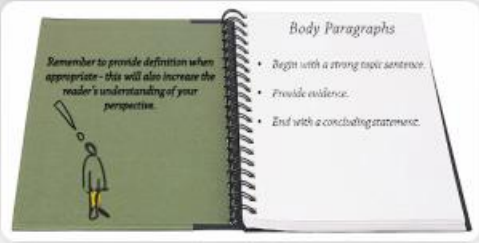
Writing a Persuasive Essay

Body Paragraphs

The body of the essay is where you provide evidence to support your stance, which is already stated in your thesis statement. When you are discussing your argument in your body paragraphs, it is essential that you begin with a strong topic sentence. This topic sentence will begin the paragraph in an interesting way. After your topic sentence, provide evidence that supports your thesis statement. Your evidence can consist of the following:

- Facts
- Statistics
- Quotes from experts
- Examples to enhance the reader's understanding

In addition, remember to provide definitions



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- Facts
- Statistics
- Quotes from experts
- Examples to enhance the reader's understanding

In addition, remember to provide definitions when appropriate; this will also increase the reader's understanding of your perspective.

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Topic 5 Content: Writing a Persuasive Essay

Opposing Viewpoints

Writing a Persuasive Essay

Opposing Viewpoints

After you have stated your strong evidence for your stance, you will need to discuss the counterclaims or opposing viewpoints. In this paragraph, you must address the opposing viewpoints. These are arguments that go against your argument. Addressing these is vital in producing an effective persuasive essay. You also want to make sure that you address the counterclaim in the correct location in your essay. Discussing these too early will not create the effect needed to persuade. This paragraph is located directly before the conclusion of the paper. After stating all of the counterclaims, end the paragraph by briefly restating the key components in your argument.



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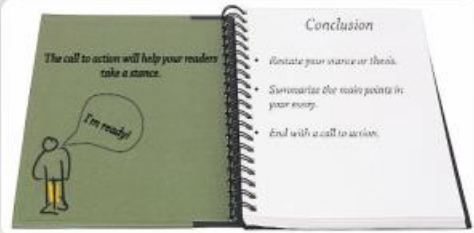
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Conclusion

Writing a Persuasive Essay

Conclusion

The conclusion of your paper is the last thing your audience will read. Therefore, you will want it to be a strong part of your essay. In the conclusion, begin by re-stating your stance or thesis. Follow this by summarizing the main points. When you end this paragraph, make sure that you end with a call to action. Readers who agree with your argument will want to take action; give them advice on how to take a stance.



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Topic 5 Content: Writing a Persuasive Essay

What Not to Do

Writing a Persuasive Essay

What Not to Do

When you are writing your persuasive essay, there are a few "what not to do's" to remember based on logos, ethos, and pathos. These are things that you will not want to incorporate within your writing. You will not want to use over-generalized claims. Instead, use a logical appeal (logos) based upon evidence that is strong, clear, and valid. You will not want to undermine the opposing views. Instead, use an ethical appeal (ethos) that is sincere, open-minded, and knowledgeable. By doing this, you will present yourself as a trustworthy and credible author. You will not want to use an emotional appeal (pathos). Using stereotypes, taking advantages of emotions, and attacking are all examples of misleading. Instead, reinforce logical arguments, use imagery, and present your evidence in a fair manner.



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