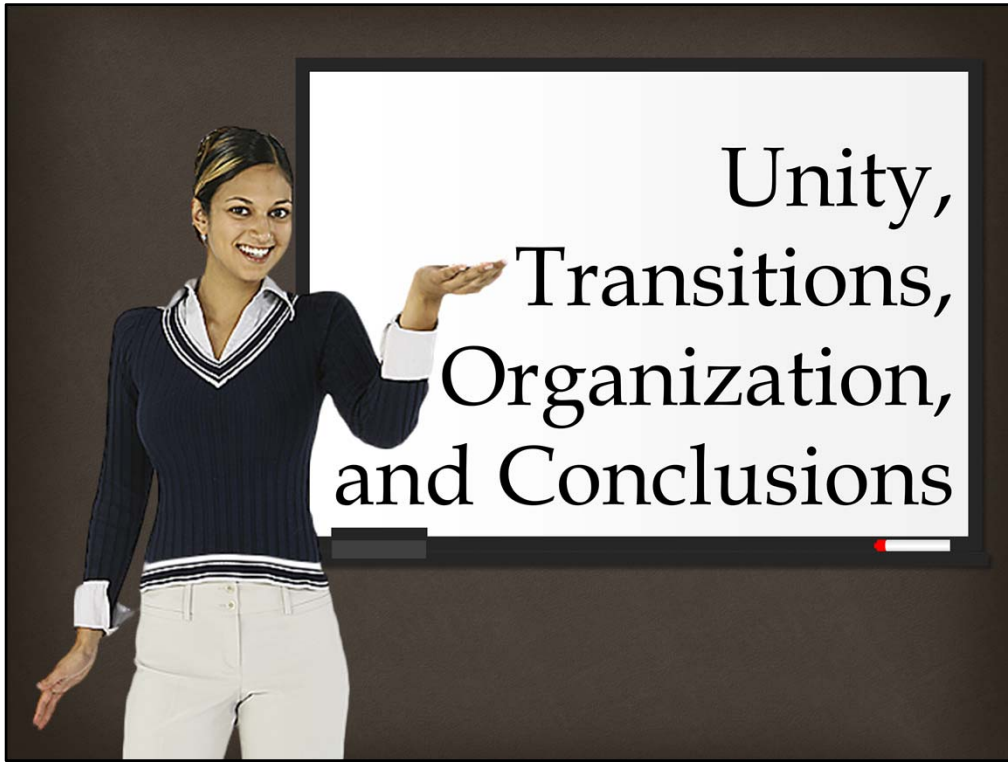
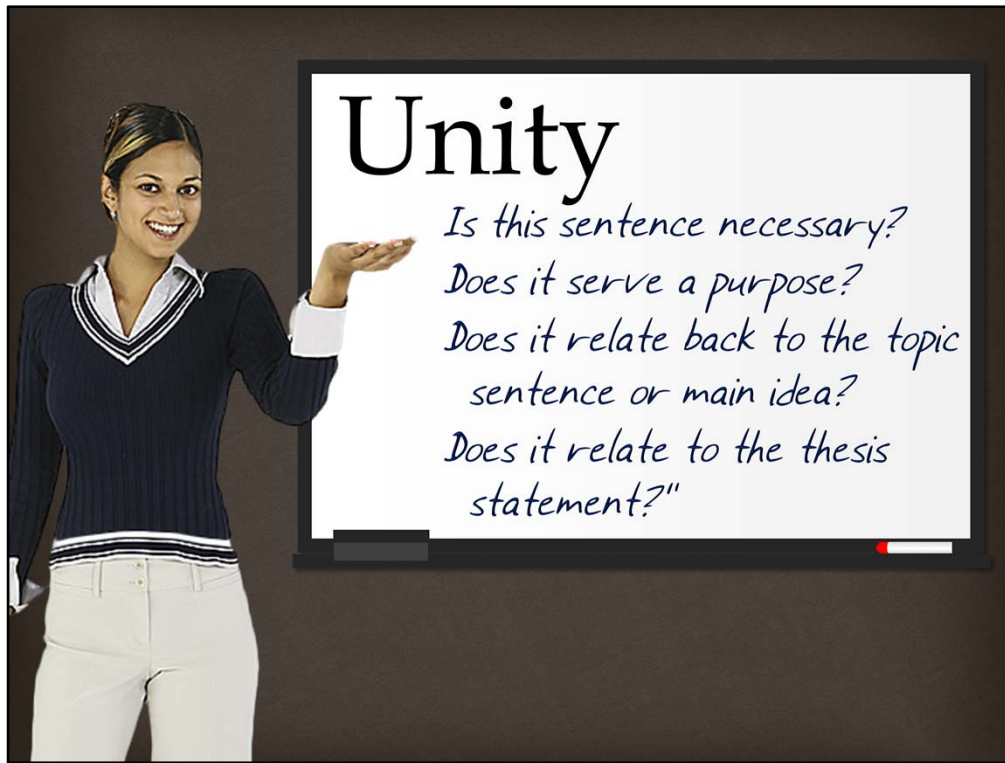


**Module 2: The Art of Persuasive Writing**  
**Topic 4 Content: Unity, Transitions, Organization, and Conclusions**



Unity, Transitions, Organization, and Conclusions

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Drafting a strong thesis and strong topic sentences will help to ensure that your paper and paragraphs have unity. When writing and revising your paper, always ask yourself the following questions:

- Is this sentence necessary?
- Does it serve a purpose?
- Does it relate back to the topic sentence or main idea?
- Does it relate to the thesis statement?

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*Rules For Unity*

- One main idea per paragraph
- Thesis statement/  
topic sentence
- Clincher sentence

The diagram shows a central box with four terms: 'thesis', 'paragraph', 'topic sentence', and 'paragraph sentence'. Red curved arrows connect 'thesis' to 'paragraph', 'paragraph' to 'topic sentence', and 'topic sentence' to 'paragraph sentence', illustrating a flow of ideas.

An essay is unified when all the paragraphs focus on a single claim. A paragraph is unified when all its sentences focus on a single main idea. To ensure unity, address only one main idea per paragraph. Also, do not try to tackle every aspect of an issue in your essay. Limit the scope of your argument to better maintain the flow and unification.

A thesis statement asserts the main argument of the entire paper. A topic sentence states the main idea of a paragraph. Typically, the topic sentence is the first or second sentence of a paragraph, just as the thesis statement is placed in the introduction. Occasionally, a paragraph will have no stated topic sentence. However, every sentence should relate to a single main idea or point that is easily inferred by the reader.

It is generally a good idea to include a clincher sentence at the end of the paragraph. A clincher can restate a point, summarize, add a persuasive punch, or create a transition between main ideas.

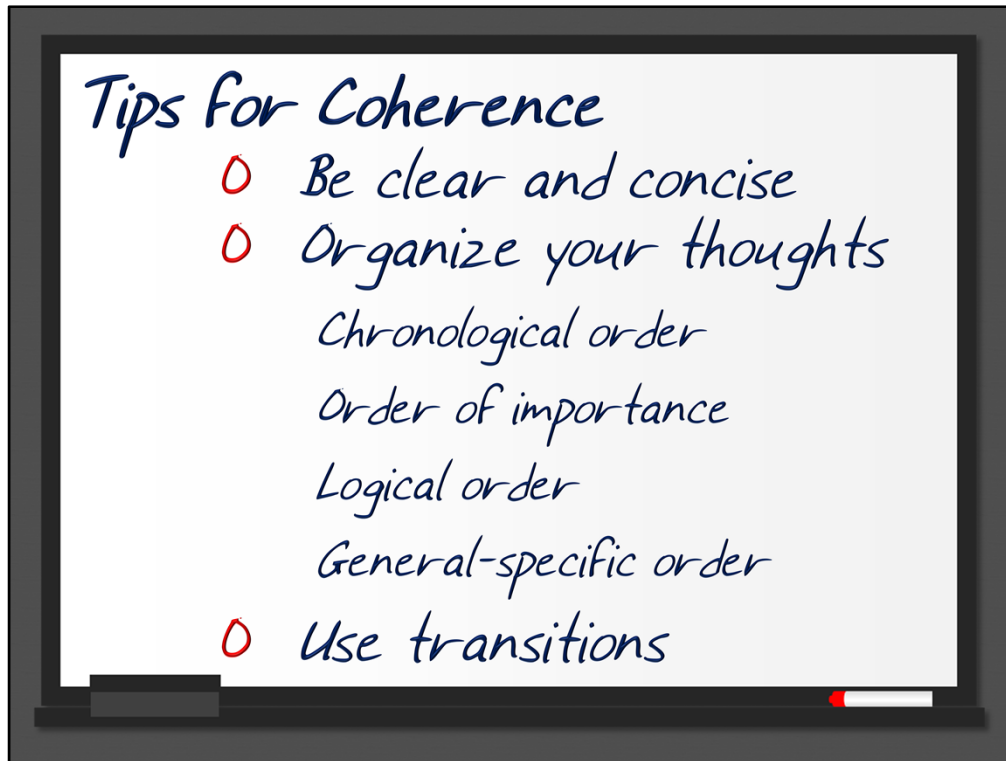
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In persuasive writing, as with all writing, you want your words to be coherent, or to make sense. After all, how can your readers accept your viewpoint if they cannot understand what points you are trying to make? The way your writing is organized will help with the flow, or coherence, of your words.

## Module 2: The Art of Persuasive Writing

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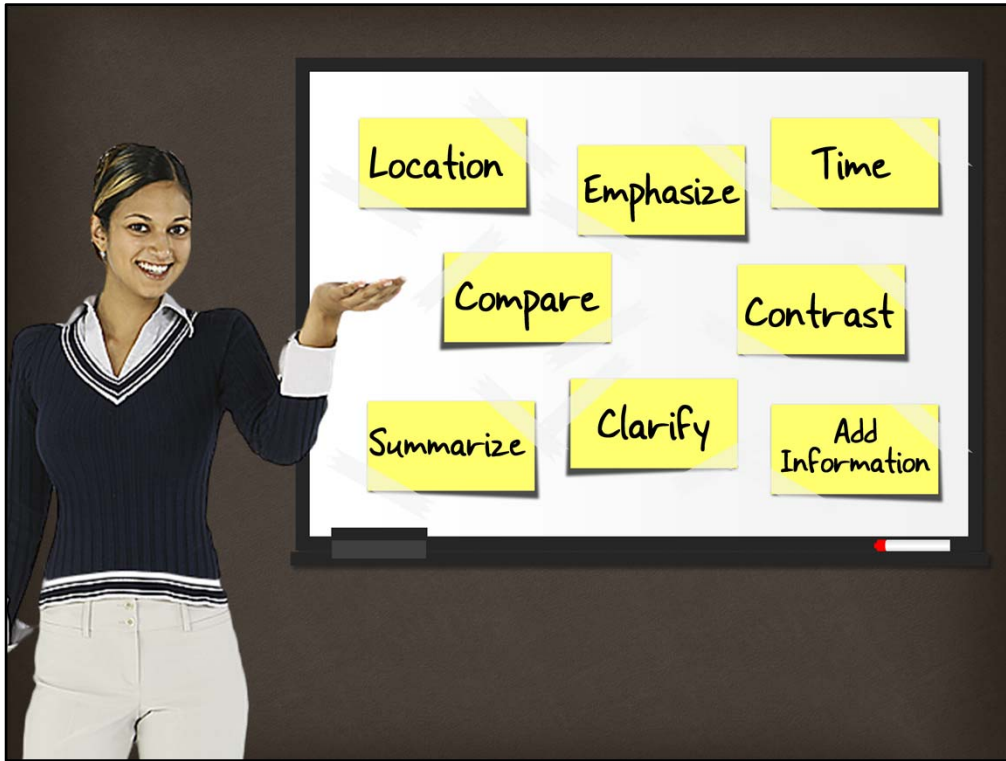


Follow these tips to help ensure coherence in your paper:

- **Be clear and concise:** Eliminate wordiness. Remember to be clear, simple, and direct. Avoiding unnecessarily long and complicated sentences will help keep your points clear.
- **Organize your thoughts:** Arrange information in a way that highlights or supports your argument.
  - Chronological order tells events and details in the order that they occurred.
  - Order of importance provides details based on the degree of importance, either in order of increasing or decreasing importance.
  - Logical order uses logic to determine which information to group together and where to place it in the paper.
  - General-specific order arranges your details from the generic to the specific, or vice versa.
- **Use transitions:** Transitional words are phrases that will make your organization clear to your reader.

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Take a moment to look at common transitional words and phrases that can link sentences and paragraphs. Each of the signs you see here lists one of the ways in which information or ideas can be related. Click on each relationship to view the corresponding transitional words and phrases.

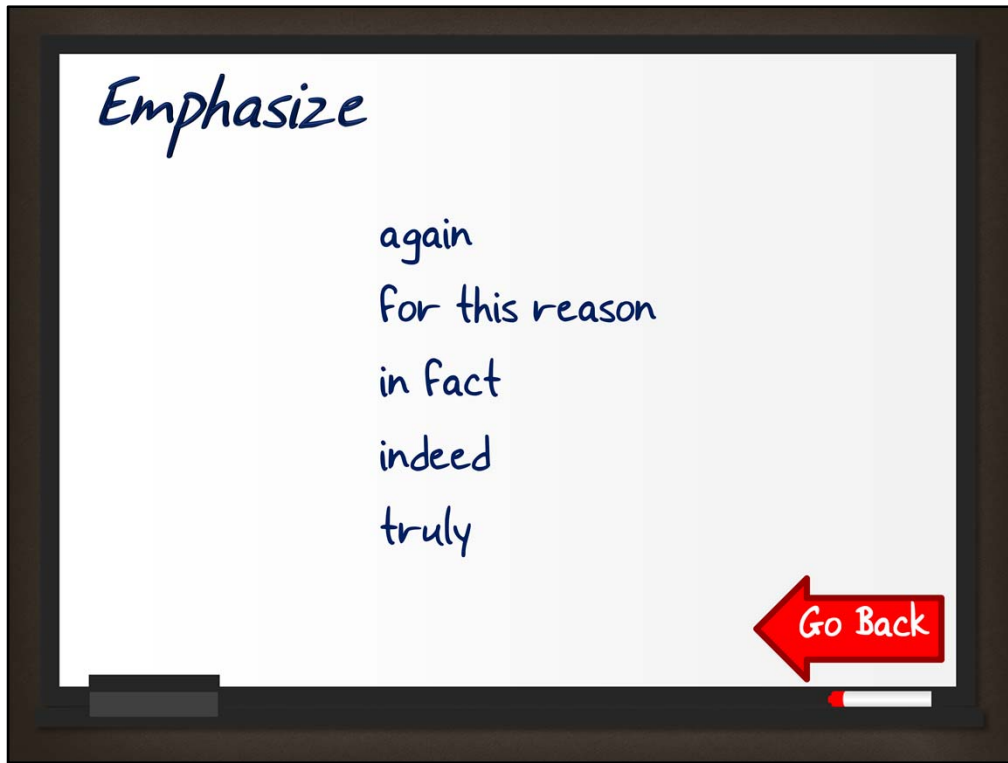
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Location:

above  
across  
away from  
below  
beneath  
beyond  
by  
down  
in front of  
inside  
near  
off  
on top of  
outside  
throughout  
under

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Emphasize:

again  
for this reason  
in fact  
indeed  
truly



## Module 2: The Art of Persuasive Writing

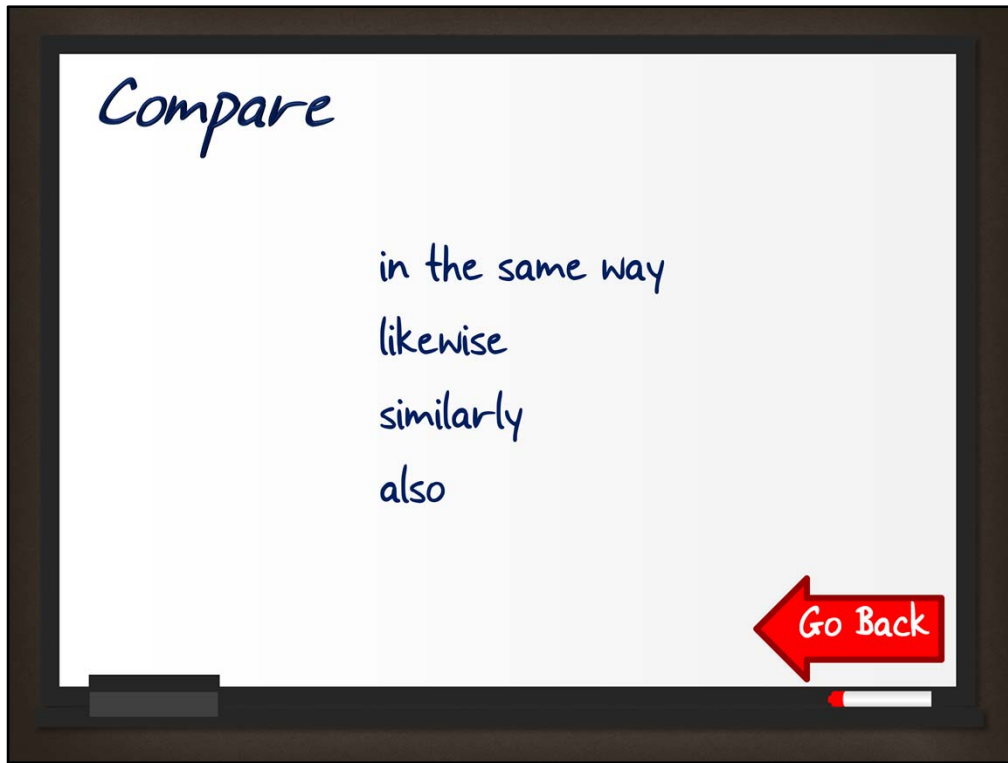
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Time:

about  
after  
as soon as  
before  
during  
finally  
first  
later  
next  
second  
soon  
then

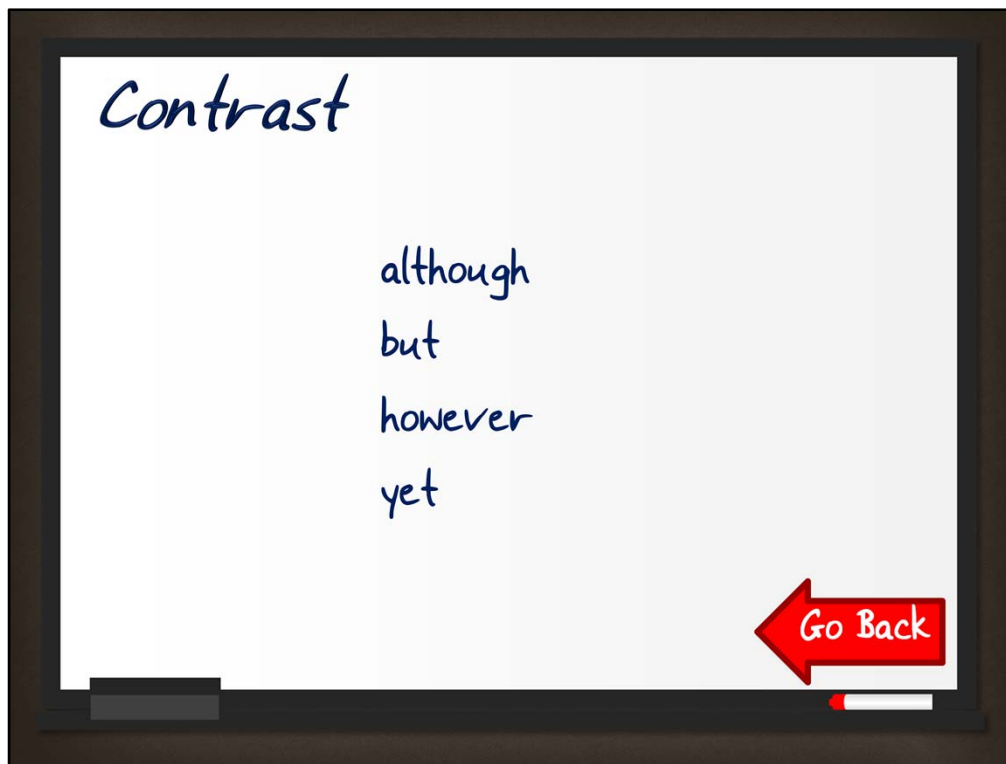
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Compare:

in the same way  
likewise  
similarly  
also

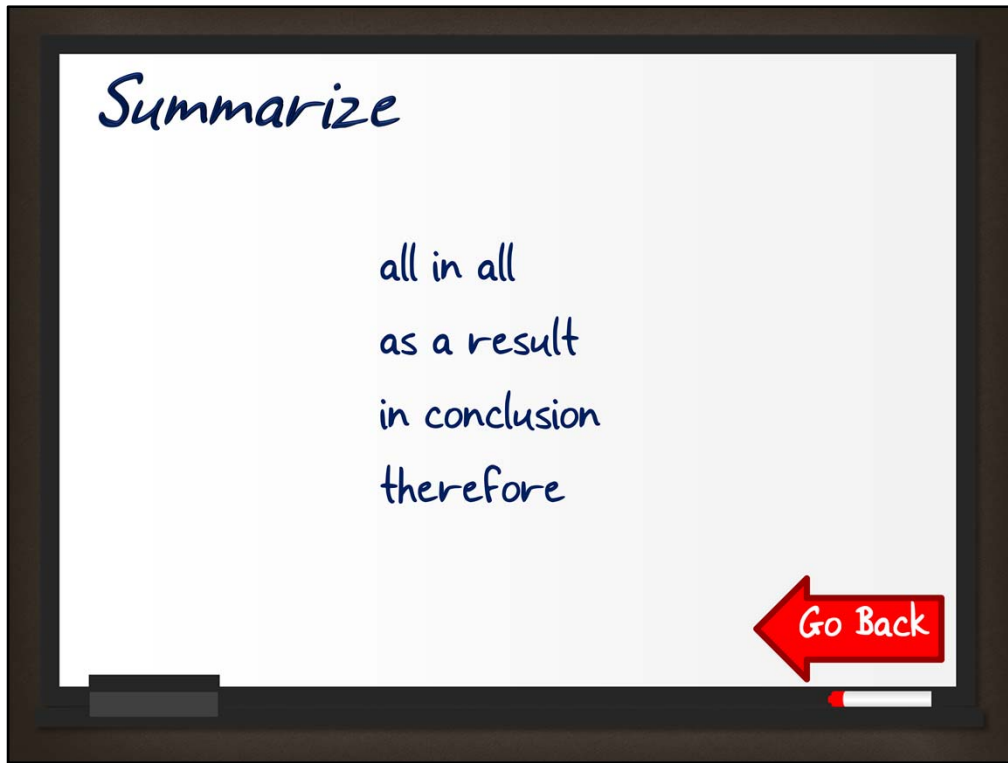
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Contrast:

although  
but  
however  
yet

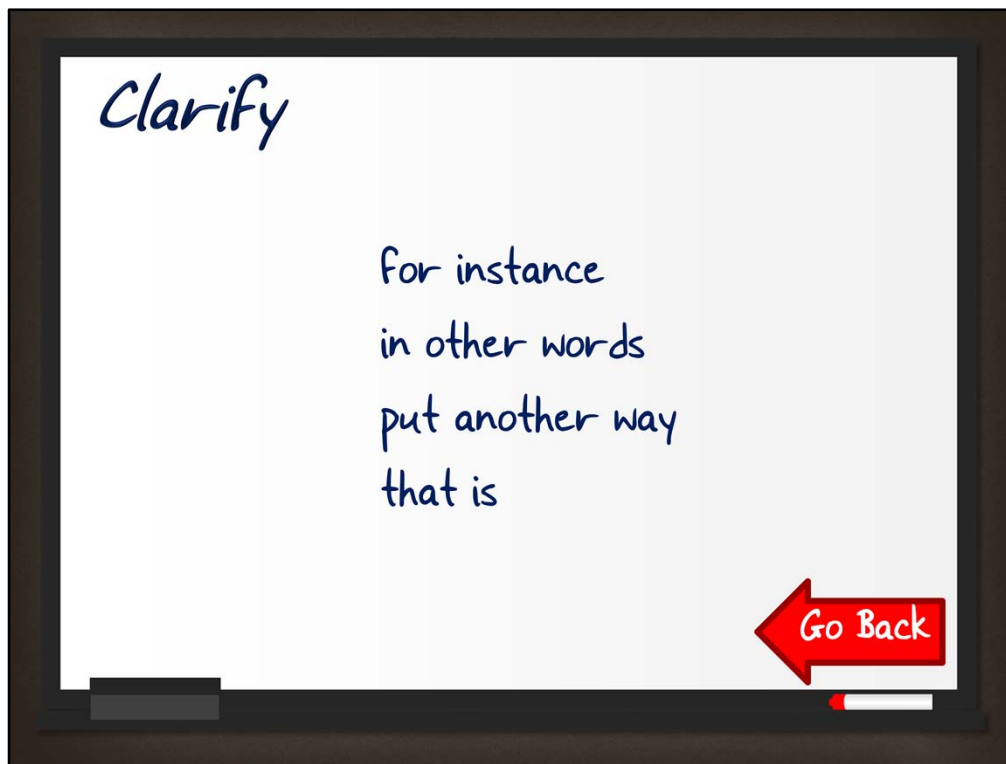
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Summarize:

all in all  
as a result  
in conclusion  
therefore

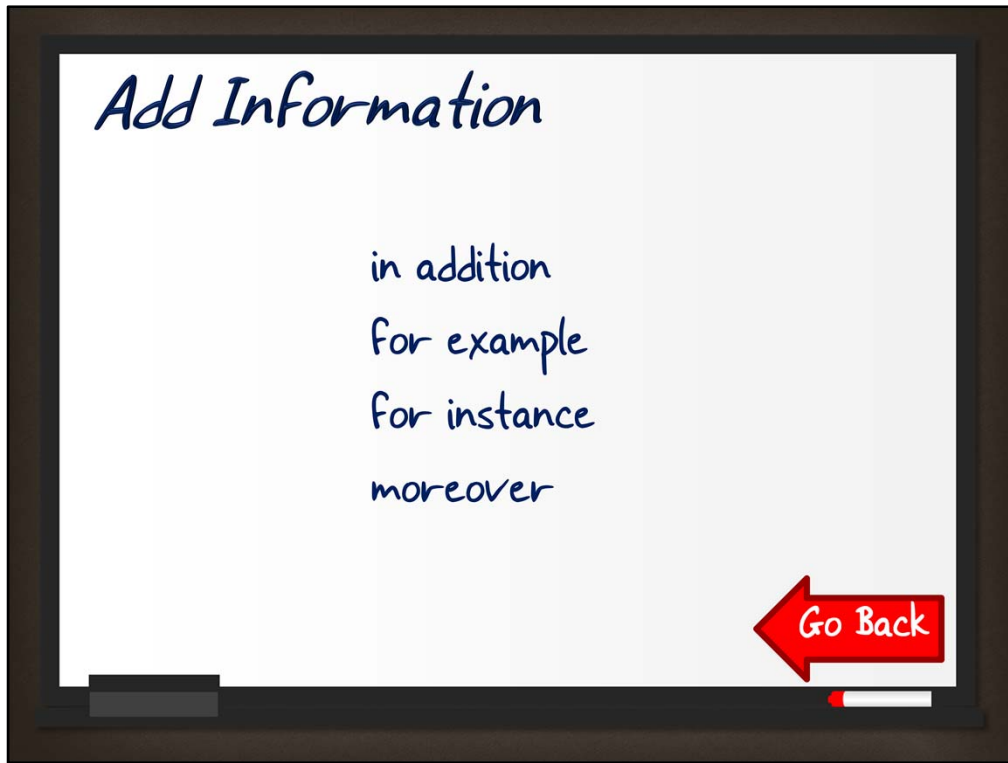
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Clarify:

for instance  
in other words  
put another way  
that is

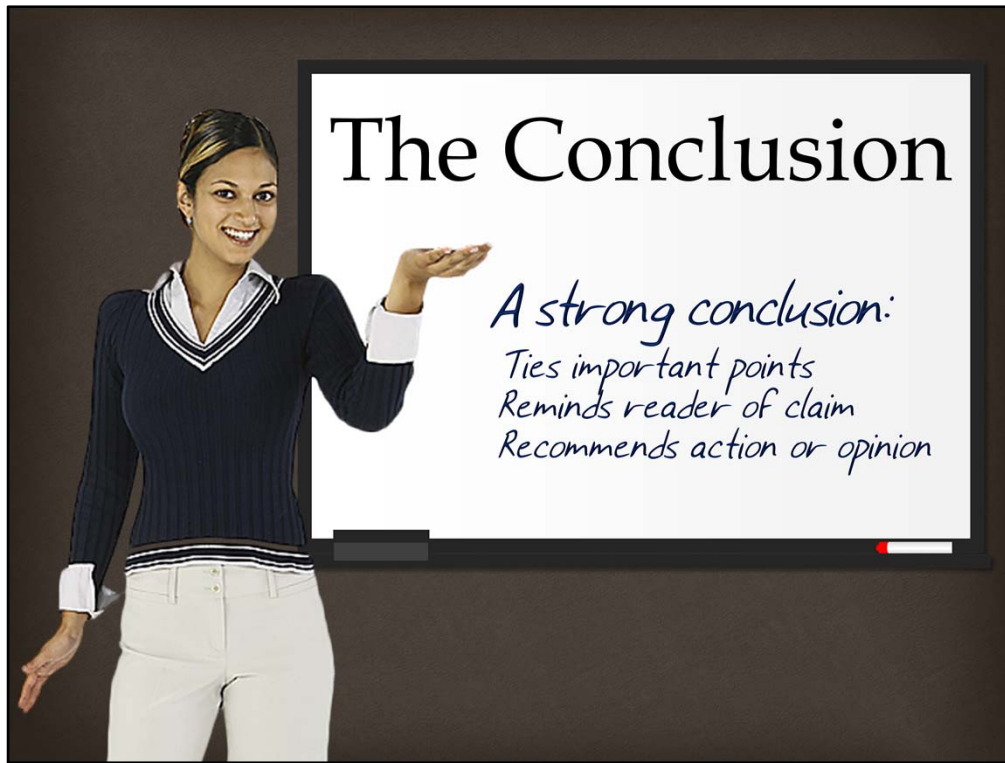
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Add Information:

in addition  
for example  
for instance  
moreover

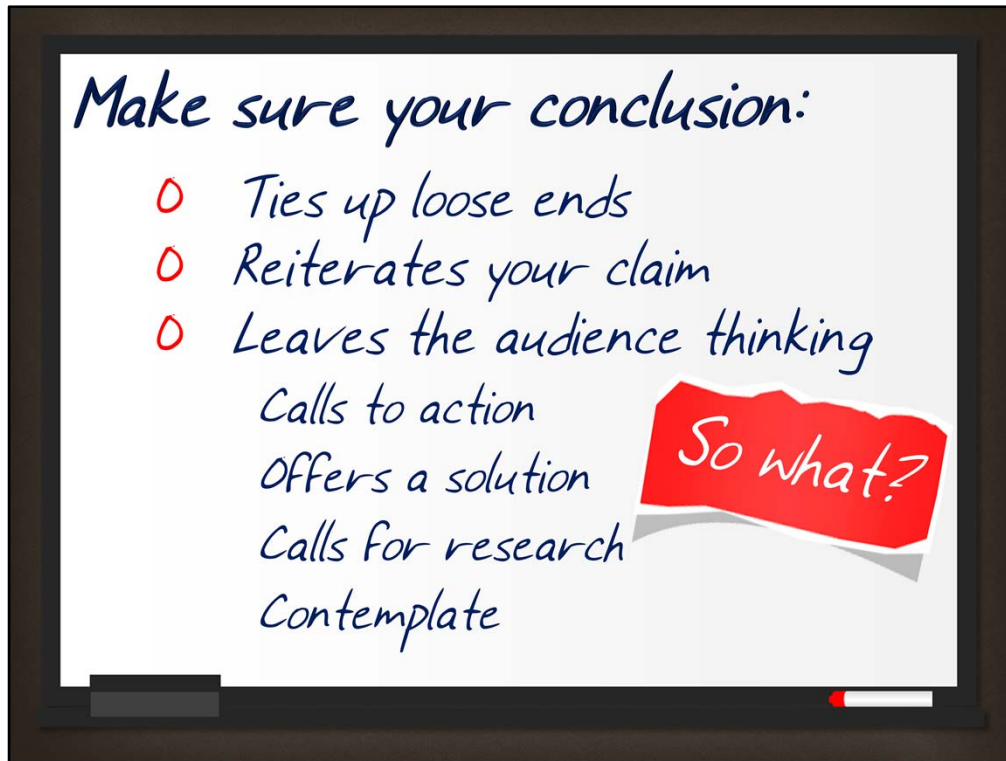
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A strong closing paragraph, or conclusion, of your essay ties all of the important points together and reminds the reader of the claim. Your conclusion is the last impression your readers will get and your last chance to convince your reader to accept your viewpoint. With persuasive writing, your conclusion should reiterate your claim and main points. It also makes a final push to leave your reader thinking about your argument and about possibly taking an action you recommend.

## Module 2: The Art of Persuasive Writing

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Your conclusion needs to answer the question: "So what?" You have presented your entire argument to the reader; now bring it to a close by stating why your opinion is important.

Make sure that your conclusion does the following:

- Ties up loose ends: Bring the argument to a close. You should not introduce new ideas or arguments.
- Reiterates your claim: You should re-emphasize but not directly restate the thesis.
- Leaves the audience thinking: A good persuasive paper leaves the reader ready to accept your viewpoint or take a decisive action. You can make the following recommendations in your conclusion to really let the reader know why your opinion matters:
  - Call to action: Ask your readers to do something based on the strength of your argument.
  - Offer a solution: Call for help in fixing the problem argued in your paper.
  - Call for research: Demand that more be done to research the issue argued in your paper.
  - Contemplate: Lead your readers to ponder and reflect on the issue argued in your paper.