**Elements of Effective Persuasive Writing**

 **A Good INTRODUCTION…**

* Starts with a hook to catch the reader’s attention AND/OR a broad global statement that’s on topic
* Gives enough information to draw the reader into the topic
* Contains a thesis (often at the end) that states the position or claim that the rest of the essay will be arguing

**The THESIS is well supported in the essay when…**

* Many specific reasons & examples are given to support position (at least 3, often more)
* The topic’s complexity is addressed through acknowledgement & rebuttal of opposition’s argument(s)

**The OPPOSITION is well addressed and refuted when…**

* Strong counter-arguments are presented & skillfully refuted with clear reasoning
* Are embedded in the arguments
* It is clear that the writer understands the complexity of the issue

**Effective TRANSITIONS…**

* Are needed to show relationships between main ideas
* Can also show relationships between supporting details
* Go far beyond “First, Second, Last” or “Firstly, Secondly, Lastly”
* Must flow with the paragraph
* Should be embedded

**A Strong CONCLUSION…**

* Wraps up WITHOUT REPEATING
* Stays on topic & reminds readers of the writer’s stance
* Answers the “So What?”
* Give the topic REAL WORLD SIGNIFICANCE

**The LANGUAGE is effective when…**

* Tone is appropriately formal (no *I* or *you*)
* Vivid verbs & descriptive adjective/ phrases are used
* An elevated vocabulary is used
* Writer uses imagery
* Writer’s voice is recognizable

**What Might This Look Like?**

**“The Formula”**

**Introduction**

 **Hook/ Global Statement**

 **Background Information**

 **Thesis**

**Body Paragraph One**

**Transition to introduce 1st Main Idea**

 **Relevant details (reasons & examples) to support 1st Main Idea**

 **Acknowledgement & refutation of opposition**

 **Closing Sentence that connect Main Idea back to Thesis**

**Body Paragraph Two**

**Transition to introduce 2nd Main Idea**

 **Relevant details (reasons & examples) to support 2nd Main Idea**

 **Acknowledgement & refutation of opposition**

**Closing Sentence that connect Main Idea back to Thesis**

**Body Paragraph Three**

**Transition to introduce 3rd Main Idea**

 **Relevant details (reasons & examples) to support 3rd Main Idea**

 **Acknowledgement & refutation of opposition**

**Closing Sentence that connect Main Idea back to Thesis**

**Conclusion**

 **Revisits thesis using new & different words**

 **Answers “So What?” by making a connection to the topic to the real world**

**But, it doesn’t HAVE to look exactly like this. We’ll be looking at other ways to get all the right elements into your essay without just sticking to this structure.**