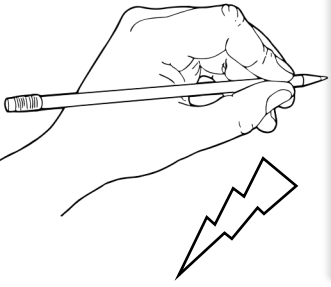


WRITING A PERSUASIVE ESSAY



A PERSUASIVE ESSAY IS: Writing that uses _____ and _____ to _____ the reader to a specific point of view. Persuasive writing can be either _____ or _____.

PURPOSE: _____ essay writers choose a _____ and then use their writing skills to _____, or _____, their reader to _____ with them.

BE SURE TO USE

ETHOS: Appeals to _____ or _____



PATHOS: Appeals to _____

LOGOS: Appeals to _____ and _____



A PERSUASIVE CONCLUSION

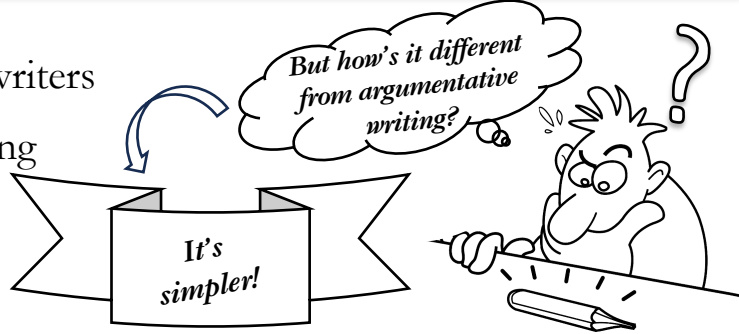


Keep your conclusion _____ on _____ your _____ and using your last bit of _____ to _____ the reader to your point of view!

TIP THE BALANCE OF THE SCALE TO YOUR STANCE!



Persuasive writing uses more _____ charged language



There is _____ counterclaim or rebuttal in persuasive writing! Your introduction will make a _____ in your thesis, but you will _____ acknowledge the opposing side with a counterclaim.

USING RHETORIC IN THE BODY PARAGRAPHS

You don't need to *constantly* use appeals in your body paragraphs; don't force your use of rhetoric. Instead, write a _____ on your topic and then _____ and look at what words or phrases you can _____ to give your essay a _____.

- T** _____ ethos, pathos and logos
- I** Use _____
- P** Use _____ stories
- P** Use _____ POV
- S** Suggest _____ to your reader