Focus:
The purpose of persuasive writing is to influence readers’ attitudes to persuade them to agree with the writer or to take action on issues the writer describes. Effective persuasion involves clearly identifying issues, anticipating and responding to objections, presenting support for a position, and using sound reasoning to help convince the audience.

Goal:
To write an argumentative essay/speech for the appropriate audience that includes:

- A clear thesis or position based on logical reasons supported by precise and relevant evidence.
- Accurate and honest representation of divergent views.
- Information on the complete range of relevant perspectives.
- An organizing structure appropriate to the purpose, audience, and context.
- Demonstrated consideration of the validity of all primary sources used.
- Language attentively crafted to move a disinterested or opposed audience using specific rhetorical devices to back up assertions.

Your Topic: ______________________________________________________

Step One: Researching
Using the library databases (specifically SIRS Knowledge Source-Proquest), you will locate FOUR sources of information on your chosen topic. You should seek information that represents the entire range of relevant perspectives on your topic, both in support of and in opposition to your chosen issue. Compile your evidence in a Google Doc. Be sure to note the citation for each source.

Be sure to consider your sources’ validity and reliability. To determine both, answer the following:

- Validity: Does the information appear to be well researched? Is there a bibliography or list of sources? Does the information appear to be free from bias or a single position?
- Reliability: Are the author’s name and qualifications clearly identified? Is the information from a respected institution (e.g., a university)? If it is an online resource, is the site listed as .gov, .edu, or .org rather than .com?

Note: As you are gathering evidence, look for a balance of facts, anecdotes, expert opinions, quotes, and common beliefs.

Step Two: Outlining
Review the evidence you have collected and identify your position (in support of OR in opposition to your issue). Then, examine the corresponding evidence. Determine the two or three strongest arguments for your position. Finally, locate evidence for each argument; your goal is to have at least two main arguments, and two pieces of evidence for each. A graphic organizer has been created for you on the next page. Please use it to organize your research and outline your essay.
**Persuasive Speech Graphic Organizer**

**Introduction** (provide relevant background information and introduce both sides of the issue):

**Claim** (Thesis Statement):

**Argument 1:**
- Supporting Evidence
- Supporting Evidence

**Argument 2:**
- Supporting Evidence
- Supporting Evidence

**Argument 3:**
- Supporting Evidence
- Supporting Evidence

**Opposing Viewpoint:**

**Counter Argument:**
- Supporting Evidence (x2):

**Conclusion:** (restate thesis in new words and summarize arguments)

**End with a recommendation:**
Step Three: Drafting
Reconstruct the ideas from the graphic organizer into a well-organized persuasive essay. Use my research paper guide for suggestions. When organizing your body paragraphs, use the following suggested structure.

Argument One
Sentence 1: **Topic Sentence** that states your first argument
Sentence 2: **Evidence** in support of argument one
Sentences 3-5: **Commentary** that explains the significance of the evidence or the connection to the claim
*Repeat 2-5 to add your second piece of evidence and corresponding commentary*
End with a **concluding sentence** that wraps up this argument

Argument Two
Sentence 1: **Topic Sentence** that states your second argument
Sentence 2: **Evidence** in support of main argument two
Sentences 3-5: **Commentary** that explains the significance of the evidence or the connection to the claim
*Repeat 2-5 to add your second piece of evidence and corresponding commentary*
End with a **concluding sentence** that wraps up the argument

Refutation
Sentence 1: **Topic Sentence** that states the opposing view
Sentence 2: State your **counterargument**
Sentence 3: **Evidence** in support of your counterargument
Sentence 4-5: **Commentary** that explains the significance of the evidence or the connection to your argument
*Repeat 2-5 to add your second piece of evidence and corresponding commentary*
End with a **concluding sentence** that wraps up the argument

Step Four: Revising
Revise your draft for clarity, organization, purpose, supporting reasons, and use of rhetorical appeals and devices. Have a peer answer the questions below to determine if your persuasive essay meets the recommended requirements. Use your peer’s feedback to make revisions.

1. Issue/Topic
   - Has the writer explained the different perspectives on this issue and identified his/her position?

2. Claim (thesis)
   - Does the claim have a topic and opinion?
   - Does the author provide reasons for making the claim?

3. Support
   - Is there a balance of facts, statistics, anecdotes, quotes, and expert opinions?
   - Does the author use sound reasoning and relevant details?
   - Is the provided evidence relevant, accurate, and current?

4. Audience
   - Are the reasons, evidence, appeals, and examples appropriate for the intended audience?

5. Opposing Viewpoints
   - Does the author address opposing viewpoints clearly, fairly, and completely?
   - Does he/she acknowledge and refute opposing viewpoints with logic and relevant evidence?

6. Conclusion
   - Does the author conclude his/her argument effectively?
Step Five: Editing
Make the changes that your partner identified. Also correct any errors in spelling, punctuation, grammar, and formatting.

Step Six: Rehearsing
Next you will condense your persuasive essay into a shorter persuasive speech.
- Determine the essential points of your essay; you will convey those in your speech.
- Consider the delivery style you will use to deliver your speech. Mark the modified text (or index cards) for appropriate inflection and use of gestures.
- Practice delivering your speech. Ask someone to time you as you practice, and revise your speech or delivery style if necessary to fit within the two- to three- minute time frame. You might want to practice in front of a mirror or record your speech so that you can replay it and make changes as needed.

Step Seven: Presenting
Be prepared to give your speech on the day Mrs. F assigns. Consider how your physical appearance will affect your delivery, and dress appropriately for the nature of your speech. Be prepared to give Mrs. F a final draft of your persuasive essay on the due date: ________________________________.

Persuasive Essay and Speech Rubric

<table>
<thead>
<tr>
<th>Scoring Criteria</th>
<th>Exemplary (20–25)</th>
<th>Proficient (06–19)</th>
<th>Emerging (0–6)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ideas (Essay)</strong></td>
<td>The essay presents a significant and compelling thesis on a contemporary issue; the thesis is clearly developed and supported.</td>
<td>The essay presents a clear thesis on a contemporary issue; the thesis is sufficiently developed and supported.</td>
<td>The essay presents a position that is difficult to distinguish or is insufficiently developed and supported.</td>
</tr>
<tr>
<td>50 Points</td>
<td>The argument is convincing and adeptly uses a variety of rhetorical appeals.</td>
<td>The argument is plausible and effectively uses rhetorical appeals.</td>
<td>An attempt has been made to make an argument, but it is not plausible and uses persuasive appeals ineffectively.</td>
</tr>
<tr>
<td><strong>Use of Language (Essay)</strong></td>
<td>The writer deliberately and effectively uses rhetorical devices and varied syntax for the intended purpose.</td>
<td>The writer clearly attempts to use rhetorical devices and varied syntax for the intended purpose.</td>
<td>If the writer attempts to use rhetorical devices and varied syntax, the result is ineffective for the intended purpose.</td>
</tr>
<tr>
<td>25 Points</td>
<td>The speaker demonstrates well-placed inflection and gestures that create an engaging delivery style indicative of advance preparation and rehearsal for the delivery.</td>
<td>The speaker demonstrates some use of inflection and gestures that create an appropriate delivery style indicative of advance preparation and rehearsal.</td>
<td>The speaker demonstrates minimal use of inflection and gestures to create an appropriate delivery style indicative of advance preparation and rehearsal.</td>
</tr>
<tr>
<td><strong>Presentation (Speech)</strong></td>
<td>The overall organization of the speech and the speaker’s obvious commitment to the issue compel audience engagement.</td>
<td>The overall organization of the speech shows a thoughtful attempt to encourage audience engagement.</td>
<td>The speech is disorganized and shows little attempt to encourage audience engagement.</td>
</tr>
<tr>
<td>25 Points</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Comments: ________________

Total: ________________