

Persuasive Essay

What is a persuasive essay?

A persuasive essay is an essay where the author uses words, arguments and rhetoric to convince the reader of the writer's point of view. This type of essay is often used when dealing with issues. Persuasive essays advance a well-developed point of view, usually arrived at through research, and is supported by arguments, evidence and reasoning. These essays can range from being very formal and informal.

Voice

The tone adopted in the persuasive essay often depends on the topic and audience for the piece. Tone is an important element of persuasive essays which is usually conveyed through the choice of words and details which an author uses. This can also be used as a persuasive device and to appeal to the audience.

In more informal essays a persona can be adopted, although this isn't always necessary. Personas can help establish credibility and help make a connection with your audience. If including a persona it is important to think about this early on when planning for your writing as the persona you choose will influence the language choices which you make.

Language & Grammar

The type of language used in the essay is determined by the type of essay (formal or informal). Persuasive essays can be written in first person (using: my, I, we, our, us) to help establish the authors authority and connection to the audience - this can also include personal anecdotes to further persuade the reader. In more formal essays the use of first person is removed to create a more impartial or objective feel to the writing.

Persuasive devices are an essential component of persuasive writing as they work towards convincing and positioning your audience. It is important to consider the devices you use as they will not all be appropriate for different audiences and be effective for topic you are aiming to persuade your audience. For example: A mother speaking about the effects of drunk drivers after losing her son will use personal anecdotes and emotive language when addressing young drivers about the dangers of drink-driving.

Structure and Organisation

Introduction	<ul style="list-style-type: none">• This can include an introduction of the persona or character• Has a clear statement of contention• Outlines broadly some of the points which will be explored and sets the direction and tone of the piece• Provides key contextualising and background information on the topic or issue• Provides some sort of hook to draw in the reader
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Body paragraphs	<ul style="list-style-type: none"> • These paragraphs support, build on and expand arguments which supports the main contention • Has a single idea per paragraph • Provides examples, evidence and devices which help position the audience to accept and agree with the argument put forward
Rebuttal paragraph	<ul style="list-style-type: none"> • It is a paragraph which is usually after the main body paragraphs • It takes the most significant or important argument from the opposing point of view and refutes it • Can provide a valuable link back to the main contention
Conclusion	<ul style="list-style-type: none"> • Sums up the main points and arguments outlined in the essay • Restates the contention • Finishes with a strong idea or point made to leave a lasting impact on the audience and convince them of your perspective. This could be in the form of a quote or a call to action

Exemplar Years 7 – 9

Exemplar Years 10 – 12