

PERSUASIVE WRITING

Make a clear claim. Support it with reasons and evidence. Address other viewpoints.

What is persuasive writing? Persuasive writing presents a position and attempts to convince an audience through a clear claim, logical reasons, credible evidence, careful explanation, and appropriate rhetorical choices. Strong academic persuasion is more than opinion: the writer must justify the position and show how the evidence supports it.

THE CORE OF A STRONG ARGUMENT

1. Audience & purpose	Who are you trying to persuade? What do they already know, value, question, or disagree with?
2. Claim / thesis	State a specific, arguable position. A thesis should make clear what you want the reader to accept.
3. Reasons	Give the main reasons your claim should be accepted. Each body paragraph can develop one major reason.
4. Evidence	Use relevant facts, examples, data, expert testimony, research, or well-chosen examples from credible sources.
5. Explanation / warrant	Do not leave evidence to speak for itself. Explain why it supports your reason and how that reason supports your claim.
6. Counterargument	Show that you understand a reasonable opposing position or possible objection.
7. Rebuttal / response	Respond fairly: explain why your position still stands, qualify your claim, or identify limits in the opposing argument.

PERSUASIVE APPEALS

LOGOS - Reason Use evidence, examples, comparisons, cause-and-effect reasoning, and clear logic.	ETHOS - Credibility Use reliable sources, accurate information, fair treatment of other views, and a trustworthy voice.	PATHOS - Values & Emotion Connect to concerns, experiences, or values without replacing evidence with emotion.	KAIROS - Timing & Context Consider why the issue matters now and what circumstances shape the audience's response.
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ESSAY STRUCTURE

Introduction	Hook or context -> define the issue -> thesis/position -> preview the main direction of the argument.
Body paragraph	Topic sentence -> reason/claim -> evidence -> explanation/analysis -> link back to thesis and/or transition.
Counterargument paragraph	Present a credible opposing view accurately -> acknowledge any valid point -> respond with evidence and reasoning.
Conclusion	Reaffirm the position in light of the evidence -> synthesise key reasons -> explain significance or a reasonable next step.

PERSUASIVE WRITING

Plan • Draft • Support • Challenge • Revise

SENTENCE STARTERS

Introduce a general view	It is often argued that... • Many people believe that... • One view is that... • Current discussion suggests that...
Introduce evidence	According to [source]... • Research by [author] indicates that... • For example,... • The evidence suggests that...
State your position	This essay argues that... • The strongest reason is... • A more convincing interpretation is...
Add a reason	Furthermore,... • Another important consideration is... • In addition,... • A further example is...
Contrast / counter	However,... • On the other hand,... • Critics may argue that... • An opposing view is...
Respond / rebut	Although this concern is important,... • This argument overlooks... • The evidence is stronger when... • Nevertheless,...
Evaluate carefully	This is significant because... • This evidence is persuasive because... • A limitation of this view is... • Therefore,...

A SIMPLE WRITING PROCESS

1	Understand the task	Identify the issue, audience, purpose, and any limits in the question.
2	Research the issue	Learn more than one side. Find credible and relevant sources.
3	Choose a position	Write a focused thesis that can be supported with evidence.
4	Plan reasons & evidence	Match each reason with evidence and decide how you will explain the connection.
5	Anticipate objections	Identify the strongest reasonable counterargument, not a weak version of it.
6	Draft	Build coherent paragraphs and use transitions to guide the reader.
7	Cite sources	Acknowledge quotations, paraphrases, summaries, facts, and ideas that come from others.
8	Revise	Check logic, evidence quality, fairness, organisation, clarity, grammar, and whether the essay answers the task.

FINAL CHECKLIST

- My thesis is specific and arguable. ■ Each paragraph develops one main idea.
- My reasons clearly support my thesis. ■ I used credible, relevant evidence.
- I explained why my evidence matters. ■ I represented an opposing view fairly.
- I responded to the counterargument with reasoning/evidence. ■ My tone suits the audience and purpose.
- My sources are cited and referenced. ■ My conclusion follows logically from the argument.
- I checked coherence, transitions, spelling, grammar, punctuation, and clarity.

ACADEMIC RESEARCH NOTES

Academic guidance used for this T5AA guide: Purdue OWL describes argument as a claim supported by reasons and evidence, with attention to audience, warrants, counterarguments, rebuttals, and rhetorical appeals. Adelaide University guidance emphasises a clear thesis, one main idea per body paragraph, evidence and examples, cohesive transitions, careful evaluation of sources, acknowledgement of alternative positions, referencing, and redrafting for purpose, structure, logic, and language. These academic conventions expand the simpler classroom material in the uploaded persuasive-writing examples.

Research references:

Purdue Online Writing Lab (OWL), *Organizing Your Argument and Effective Persuasion*.

Adelaide University, *English for Uni - Essay Writing*; *Communication Skills Guide - Academic Argument*; and academic writing course guidance.