1. Whose point of view is this story told from?

2. What's the narrator's purpose in telling this story?

3. What methods does he use to try to get you to see his side?

Successful persuasion involves getting the reader to agree with your point of view.
The Audience is the group of people who will be reading the essay. It is important to adjust the tone and style of an essay to best present your idea to a particular audience.
Show Not Tell

A technique authors use to engage their readers. They use sensory details, figurative language, and vivid verbs and descriptions to help their reader create a mental picture of what is going on in the text!

Choose one of the following sentences and SHOW me how it looks, feels, smells, tastes or sounds instead of just telling me.

The night was scary.

The day was full of Christmas cheer.
Show Not Tell

The room was scary.

Quietly, I crept to the half-closed door. The only sound you could hear was the crazy pounding of my heart; it felt as if it would explode through my chest.

The door led to a stairway that would take you to the attic. We never used the attic. As a matter of fact, no one had been up those stairs in two years. Why would that door now stand partially open, beckoning me to come closer? The dust that coated the floor in front of the door perfectly outlined a set of rather large footprints. That did it! My heart was now leaping to my throat, desperately trying to get out of this place of fear.

The door knob was warm in my hand. Had someone recently touched the scratchy brass surface? The door made a high-pitched screeching sound as it slowly swung open on rusty hinges. I felt a rush of air brush past my cheek as if something had run by my heading up the stairs. The mysterious footprints continued up the stairwell. They were an eerie clue leading me to who knew what.

The air was dank and still like the air in a crypt. Starting up the steps I hastily brushed sticky cobwebs from my face and shoulders. Visions of little, black, leggy creatures burrowing in my hair and clothes plagued me. The stairs groaned and creaked beneath my weight. Suddenly, the door at the bottom of the steps slammed shut! The already dim light disappeared altogether! My fear became a living palpable thing breathing heavily down my neck. Or was that my fear...
Discussion Web

Question
Should parents spank their children?

Reasons

no

Conclusion

yes

Reasons
Outline for organizing ideas

Issue: ____________________________

My position/perspective ____________________________

Arguments/Reasoning that support my perspective (followed by supporting evidence details)

I ____________________________

  a. 
  b. 
  c. 

II. ____________________________

  a. 
  b. 
  c. 

III. ____________________________

  a. 
  b. 
  c.
Outline for organizing ideas

Issue: Corporal Punishment

My position/perspective  Parents should utilize corporal punishment

Arguments/Reasoning that support my perspective (followed by supporting evidence details)

I. Best method of discipline
   a. children learn right from wrong
   b. stronger reinforcement than other methods of discipline
   c. four out of five Americans who were spanked as children say that it was an effective form of discipline
   d. children learn there are consequences for breaking the rules

II. Respect for parents
   a. teaches children to follow parent’s directions
   b. safety – sometimes situations require immediate obedience in order to protect child
   c. children see parents as people who set boundaries for them

III. (Counter Arguments) Spanking lead to abuse?
   a. 70-90% of parents of preschoolers use spanking, yet the incidents of physical abuse is only about 5%
   b. More than 70% of primary care pediatricians reject the idea that spanking sets the stage for physical abuse.
   c. In 1979, Sweden adopted a law that banned all forms of spanking in an effort to reduce child abuse. One year later, the rate of child abuse had doubled. By 1995, child abuse had risen four-fold and teen violence had risen six-fold.
Introductions for Essays

You may choose to begin your essay in one of the following ways:

Facts / Statistics:

More teens die from automobile accidents than from any other type of accident or injury.

Quote:

"I wish I had never gotten behind the wheel," 17 year old Amie Chrissendon said after her accident last week.

Anecdote (Story):

Jamie was rounding the corner when he heard his favorite song come on the radio. "Oh, Man! I love that song!" he exclaimed. He reached down to turn up the volume and when he looked back up, he was headed straight for the headlights of a transfer truck.

** If you choose to begin your essay with a quick story, you may start with either Dialogue, Action, Thoughts or Details.
Effective Persuasion

The purpose of a Persuasive Essay is to convince the reader to agree with your opinion. At times, that may call for the reader to change his mind which adds a little challenge to the writer's task. To successfully present an idea worth considering, the author needs to furnish a few facts. Consider these two statements:

I believe that corporal punishment should be outlawed.

I believe that corporal punishment should be outlawed because studies show that the effects of spanking produce unnecessary fear in children.

Which statement is more effective? Why?

Remember that the opinion presented with facts or reasoning gains a stronger audience than one that does not.
Peer Review: Persuasive Essays

Name of writer ________________________________
Name of reviewer ________________________________

As you read over the paper:

- underline (IN PENCIL ONLY) any sections that are engaging
- mark the main idea of the piece as MI
- mark topic sentences as TS
- mark sentences that act as supporting details for the topic sentences as SD

Answer these questions:

1. What is the main idea of the piece? (If it is not clear, tell them and get them to explain what it is).

2. Is there adequate support for the main idea?
   Does it need more? If so, what kind of information might help?

3. If there is a conclusion, what kind of conclusion was used? (full circle, summary of main idea)

Are there any sections that are unclear to you, unnecessary etc?
What kind of suggestions/feedback can you offer to your partner for improving the piece?