

CHARACTERISTICS OF THE PERSUASIVE ESSAY

Purpose

- To get the reader to accept the writer's point of view on the issue posed by the writing prompt
- To adopt the writer's way of thinking about the issue posed by the writing prompt

Organizational Pattern

- Introduction
 - ✓ May have a hook or grabber to get the reader's attention
 - ✓ Clearly conveys the writer's opinion/position on the topic/thesis statement
- Body
 - ✓ Provides evidence to support the writer's opinion/purpose
 - ✓ Evidence will be in the form of facts, reasons, examples, details, etc.
 - ✓ Effective transitions show how ideas connect
 - ✓ May present pros and cons of an argument
 - ✓ Anticipates the reader's questions
- Conclusion
 - ✓ Restates the writer's opinion/position, thesis statement, or focus
 - ✓ May summarize the main point included in the body
 - ✓ May include a personal comment or call for action