

Elements of Persuasive Writing

Name: _____

Date: _____

Review the elements of persuasive writing below:

Element	What it Means	Example
Claim / Opinion	Your main idea or what you believe	"School uniforms should be required."
Audience	Who you are trying to convince	Students, parents, teachers
Reasons / Evidence	Facts, examples or reasons to support YOU	"Uniforms help students focus on learning rather than clothing."
Appeals	Ways to convince: Ethos (credibility), Pathos (emotion), Logos (logic)	"Experts say uniforms improve grades."
Counter Arguments	Mention the other side of the argument and why it is wrong	"Some say uniforms limit self-expression, but accessories allow creativity."
Persuasive Language	Strong language, repetition, comparisons and questions	"Do we want unfair schools?"
Call to Action	Tell readers what needs to happen	"Let's make school uniforms mandatory for fairness."

Example Article Title: "Should School Be Year-Round?"

Claim/Opinion	
Audience	
Reasons or Evidence	
Appeals	

Counter Arguments	
Persuasive Language	
Call to Action	

Words, phrases, or techniques used to persuade the reader:

Words	Phrases	Techniques

Practice #2

Article Title: Are Sports Too Risky for Young Kids?

Claim/Opinion	Sports are too risky for young kids.
Audience	Kids., parents, coaches, teachers, doctors
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Reasons or Evidence	The kids could get injured and have life changing injuries Young kids cannot handle sports emotionally (mental health).
Appeals	Pathos - made the reader feel bad about kids injuries Logos - talk about violent sports and how they could cause injury
Counter Arguments	Many kids use sports for exercise and fun.
Persuasive Language	self-esteem , discipline, concussion, physical, competitive, risky What do you think? Is there importance worth the risk?
Call to Action	People need to think carefully about what is best for each child. There needs to be more safe options for young children.

Words, phrases, or techniques used to persuade the reader:

Words	Phrases	Techniques
Self-esteem Discipline Physical Risky Concussion Competitive Outweigh	Important for growing bodies Concerns about safety	Logos Pathos Try to scare the reader

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Practice #3

Article Title: Do violent video games make people more aggressive?

Claim/Opinion	
Audience	
Reasons or Evidence	
Appeals	
Counter Arguments	
Persuasive Language	

Call to Action	
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Words, phrases, or techniques used to persuade the reader:

Words	Phrases	Techniques