

The Power of Persuasion

The purpose of this assignment is not to assess your skills as a writer; the purpose is to see if you can use the Content in your argument.

Intro:

- *Immediately engage reader (**attention getter**)
get the reader “in the ballpark”
 - *Establish **context** (What is this about??)
usually 2-3 sentences narrowing down to the point of the paper
 - *Strong & complete **thesis statement**
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Body:

- *Begin with a clear, concise **topic sentence**
 - *Use **concrete details or evidence**
these include facts or quotes
 - *Create insightful **commentary** to support concrete details (2-3 comments per CD)

Conclusion:

- *Restate thesis (say it another way!)
- ***Refer back to the attention getter and tie things up**
- *Answer “So what?”
Leave reader feeling persuaded or at least challenged