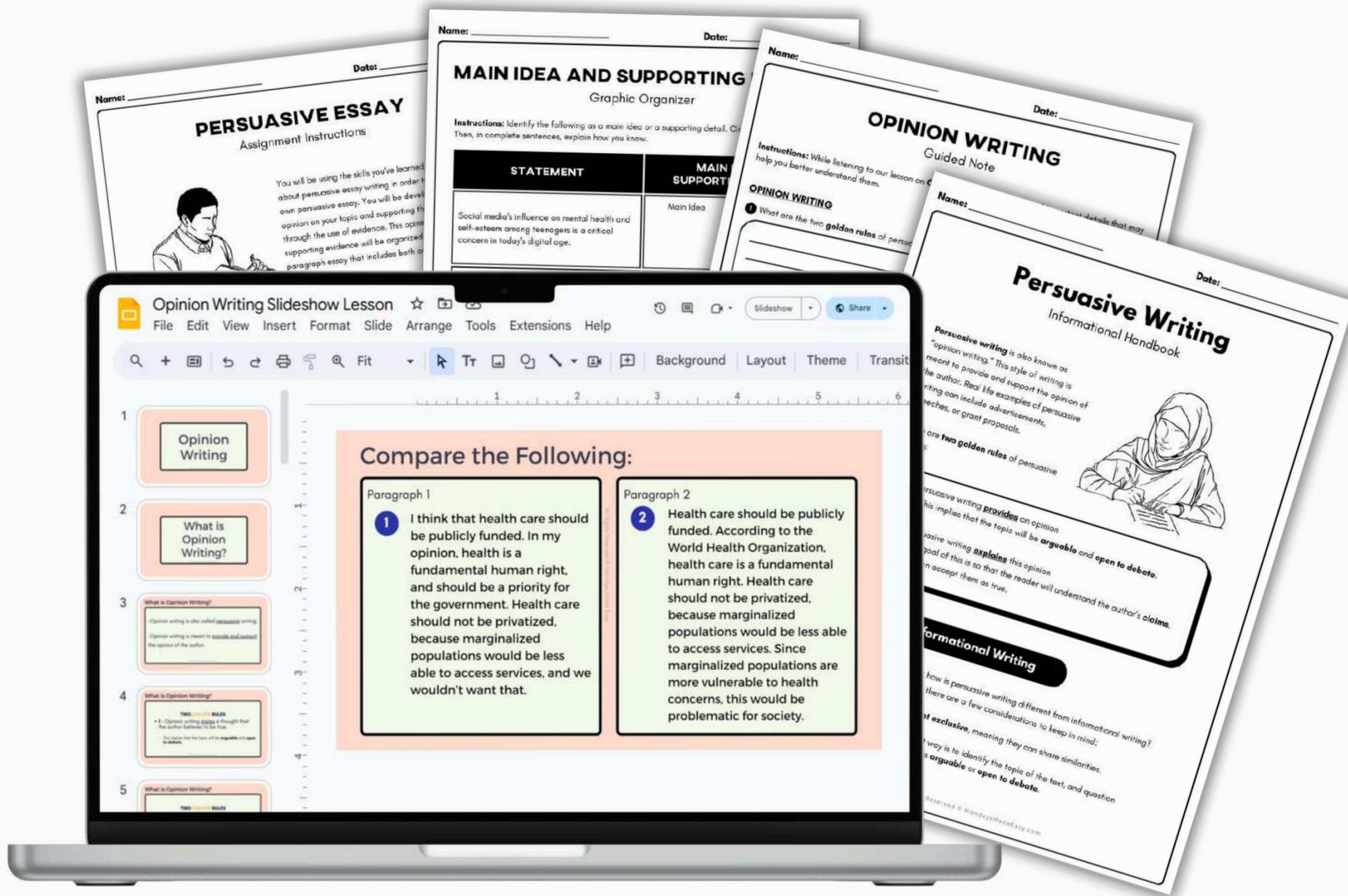


Persuasive Writing 2-Week Unit

Explore persuasive writing with your students using this engaging unit!



- **Equip students with comprehensive tools** including graphic organizers, slideshow lessons, rubrics, and engaging prompts to master persuasive writing.
- **Foster critical thinking and organization** by guiding students to evaluate diverse perspectives and structure their essays effectively.
- **Simplify essay planning and organization** with clear outlines and step-by-step guidance for crafting strong arguments.

Teach persuasive writing using the writing process!

PURCHASE HERE

See what others are saying...

Here's what teachers like you are loving about this **Persuasive Writing Bundle!**

 **Extremely Satisfied**

This was a great resource—well organized, engaging, and very effective for my students. It saved me time in planning and really supported their understanding of the topic. I'll definitely be using it again!

– Kathryn I.

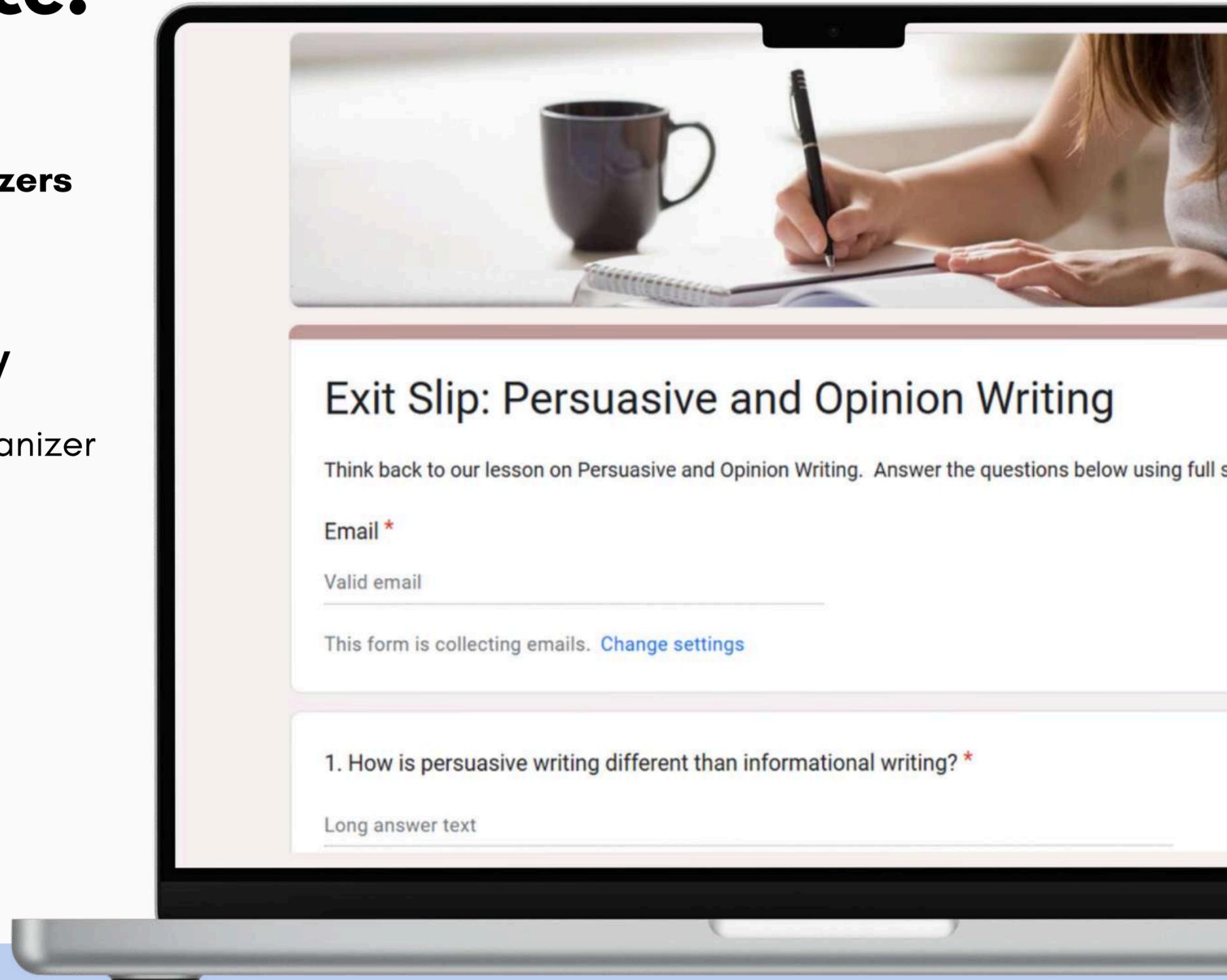
 **Extremely Satisfied**

Great resource with amazing examples. It saved me lots of time, and it gave my students the confidence to write the OSSLT

– Joe C.

Included with this resource:

- ✓ Engaging & Interactive **Slideshow Lessons**
- ✓ **Informational Handbooks & Graphic Organizers**
- ✓ Persuasive Writing **Guided Notes**
- ✓ Types of Supporting Details **Word Wall Activity**
- ✓ **ICCER Outline** Persuasive Writing Graphic Organizer
- ✓ **Student Examples** of Persuasive Writing
- ✓ 20 **Persuasive Essay Topics**
- ✓ Research Essay **Graphic Organizer**
- ✓ Editable Persuasive Essay **4-Level Rubric**
- ✓ **Teacher Instructions** for how to use this unit



Includes Assessment Materials!

Introduce Persuasive Writing to Your Students

This introductory lesson explores characteristics of persuasive writing and differentiates this style from other forms of writing

What is Opinion Writing?

- TWO GOLDEN RULES**
- **2** - Opinion writing explains belief.
 - The goal of this is so that the re

Multi-Paragraph Opinion Piece

INTRODUCTION

- Provide a paragraph that indicates the **main idea**, as well as your **opinion**.
- **Hook** your readers by using a strong introductory sentence.

1

BODY

- Include a counter argument that indicates why this opinion is open to debate; offer a

2

Compare the Following:

Paragraph 2

- **2** There are more practical destinations than the Amalfi Coast for a graduation trip. Although the region offers beautiful beaches and the rich history of Pompeii, similar experiences are offered through more affordable destinations. In fact, a trip to Cape Cod offers plenty of history and luxury.

Compare the Following:

Paragraph 2

- **2** There are more practical destinations than the Amalfi Coast for a graduation trip. Although the region offers beautiful beaches and the rich history of Pompeii, similar experiences are offered through more affordable destinations. In fact, a trip to Cape Cod offers plenty of history and luxury for less than half the cost!

Main Idea: Practical destinations for a graduation trip

- The main idea is **arguable**; counter arguments are even mentioned in the paragraph.
- The paragraph has an **opinionated** tone (even though the supporting details are **facts**!)

If opinion writing is opinionated, should it be personal?

Students will **apply knowledge** to question prompts in the slideshow!

Includes Informational Handbooks

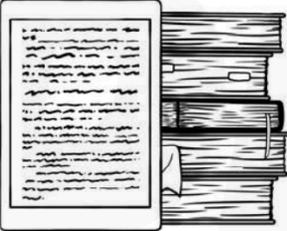
Students can use the informational handouts to reference information and examples while they write

Name: _____ Date: _____

Main Idea and Supporting Details

Informational Handbook

Every strong argument contains two parts: a **main idea** and **supporting details**. When we know how to differentiate between the two, we can create arguments to support our ideas in essays, debates, letters and appeals.



What is a Main Idea?

A main idea is a general statement, opinion or an idea. It does not have any supporting details and it does not "paint a picture" in the audience's mind.

Ex: Getting enough sleep every night supports long-term memory.

What are Supporting Details?

Supporting details are examples that demonstrate the accuracy of the main idea. They are more specific and help "paint a picture" in the audience's mind.

Ex: A study conducted at the Royal Ottawa Institute for Mental Health found that 8 hours of sleep is needed for our hippocampus to function properly, which is where we store our memories.

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Name: _____ Date: _____

Example:

Let's take a closer look at the difference between a main idea and supporting details by examining the following argument:

"Getting enough sleep every night supports long-term memory because a study conducted at the Royal Ottawa Institute for Mental Health found that 8 hours of sleep is needed for our hippocampus to function properly, which is where we store our memories."

Name: _____ Date: _____

Although persuasive writing is opinionated, its style remains formal. This means that persuasive writing should **avoid personal pronouns** (e.g., "I," "we," "you") as they emphasize the subjectivity of the topic, which can weaken the persuasiveness of the writing.

Unless the author is a reputable expert on the topic, their personal opinions are not credible.

INCLUDES DEFINITIONS & EXAMPLES!

Date: _____

Can you tell the difference between a main idea and supporting details?

Details

Expert Advice: Guidance or recommendations provided by someone with specialized knowledge or expertise in a particular field. It is often used to add credibility to an argument.
Statistics: A numerical fact or piece of data that quantifies a situation or trend, often used to support an argument by providing objective evidence.
Experience: Personal knowledge or practical involvement in a particular event or field. It is used to illustrate how something works in real life or to show firsthand understanding.
Analogies: Comparisons between two things to highlight similarities, often used to help explain or clarify a complex idea by relating it to something familiar.
Hypothetical Situations: Imagined or theoretical scenarios used to demonstrate a point, explore consequences, or suggest possible outcomes based on certain assumptions.

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Date: _____

Can you tell the difference between a main idea and supporting details?

Because...

- tells a story and
- is true for some
- fits better after the word "because"
- has supporting details

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Name: _____ Date: _____

Persuasive Writing

Informational Handbook

Persuasive writing is also known as "opinion writing." This style of writing is meant to provide and support the opinion of the author. Real life examples of persuasive writing can include advertisements, speeches, or grant proposals.



There are **two golden rules** of persuasive writing:

1. Persuasive writing **provides** an opinion
 - This implies that the topic will be **arguable** and **open to debate**.
2. Persuasive writing **explains** this opinion
 - The goal of this is so that the reader will understand the author's **claims**, or even accept them as true.

Persuasive vs. Informational Writing

You might be wondering: how is persuasive writing different from informational writing? When asking this question, there are a few considerations to keep in mind:

- Styles of writing are **not exclusive**, meaning they can share similarities.
- To differentiate, the best way is to identify the topic of the text, and question whether or not this topic is **arguable** or **open to debate**.

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Date: _____

Can you tell the difference between a main idea and supporting details?

structure of a strong persuasive paragraph. This structure addresses any competing opinions, and reasoning.

the opposition claim?

the claim?

the goal of that claim?

the evidence of this claim and evidence?

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Explore Different Types of Supporting Evidence

Students will differentiate between seven different types of supporting evidence

Name: _____ Date: _____

EXPERIENCE

DEFINITION
Write down a definition of the term in your own words.

EXAMPLE
Create your own example for this term.

Name: _____ Date: _____

CULTURAL REFERENCE

DEFINITION
Write down a definition of the term in your own words.

EXAMPLE
Create your own example for this term.

Name: _____ Date: _____

STATISTIC

DEFINITION
Write down a definition of the term in your own words.

EXAMPLE
Create your own example for this term.

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Name: _____ Date: _____

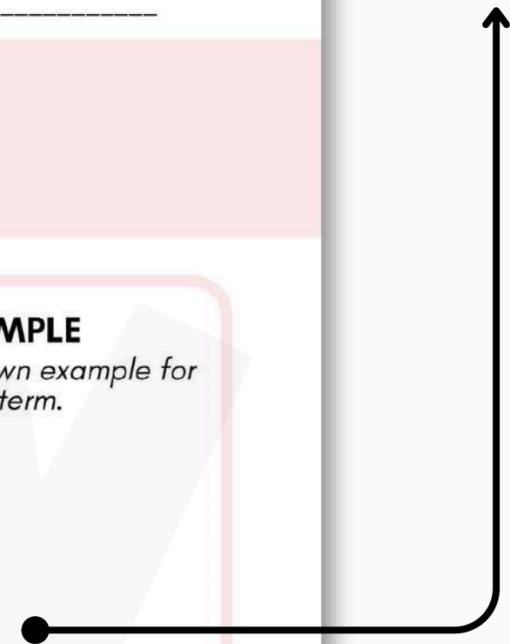
FACT

DEFINITION
Write down a definition of the term in your own words.

EXAMPLE
Create your own example for this term.

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This completed word wall activity doubles as a **classroom anchor chart!**



Persuasive Essay Assignment Outline

Students will use the writing process to write an opinionated essay

Name: _____ Date: _____

MULTIPLE PARAGRAPH OPINION PIECE: PLANNING GUIDE AND OUTLINE

GENERATE IDEAS

Before you begin writing, you must generate ideas of topics that interest you. Consider the suggestions for generating ideas below:

- Reflect on personal experiences
- Discuss current events
- Explore hobbies and interests
- Analyze literature or movies
- Consider societal or global challenges
- Investigate...
- Review sc...
- Analyze h...

Use the space below to brainstorm topics that interest you. C

Name: _____ Date: _____

MULTIPLE PARAGRAPH OPINION PIECE: PLANNING GUIDE AND OUTLINE

INTRODUCTION PARAGRAPH OUTLINE

Complete your three ICCER Paragraph Outlines FIRST. You will need to know your three main points before writing the outline for your introduction.

Name: _____ Date: _____

MULTIPLE PARAGRAPH OPINION PIECE: PLANNING GUIDE AND OUTLINE

CONCLUSION PARAGRAPH OUTLINE

Thesis Statement
Restate your thesis statement to summarize your opinion, as well as the three points you expand on in your essay.

Concluding Remark
What questions are still left unanswered? What does your audience gain from reading your essay or accepting your claims to be valid? What steps should be taken now that your topic has been explored? Who can benefit from learning more about your topic? These are all questions that you can answer in order to effectively conclude your essay.

Opinion Essay: 4-Level Rubric

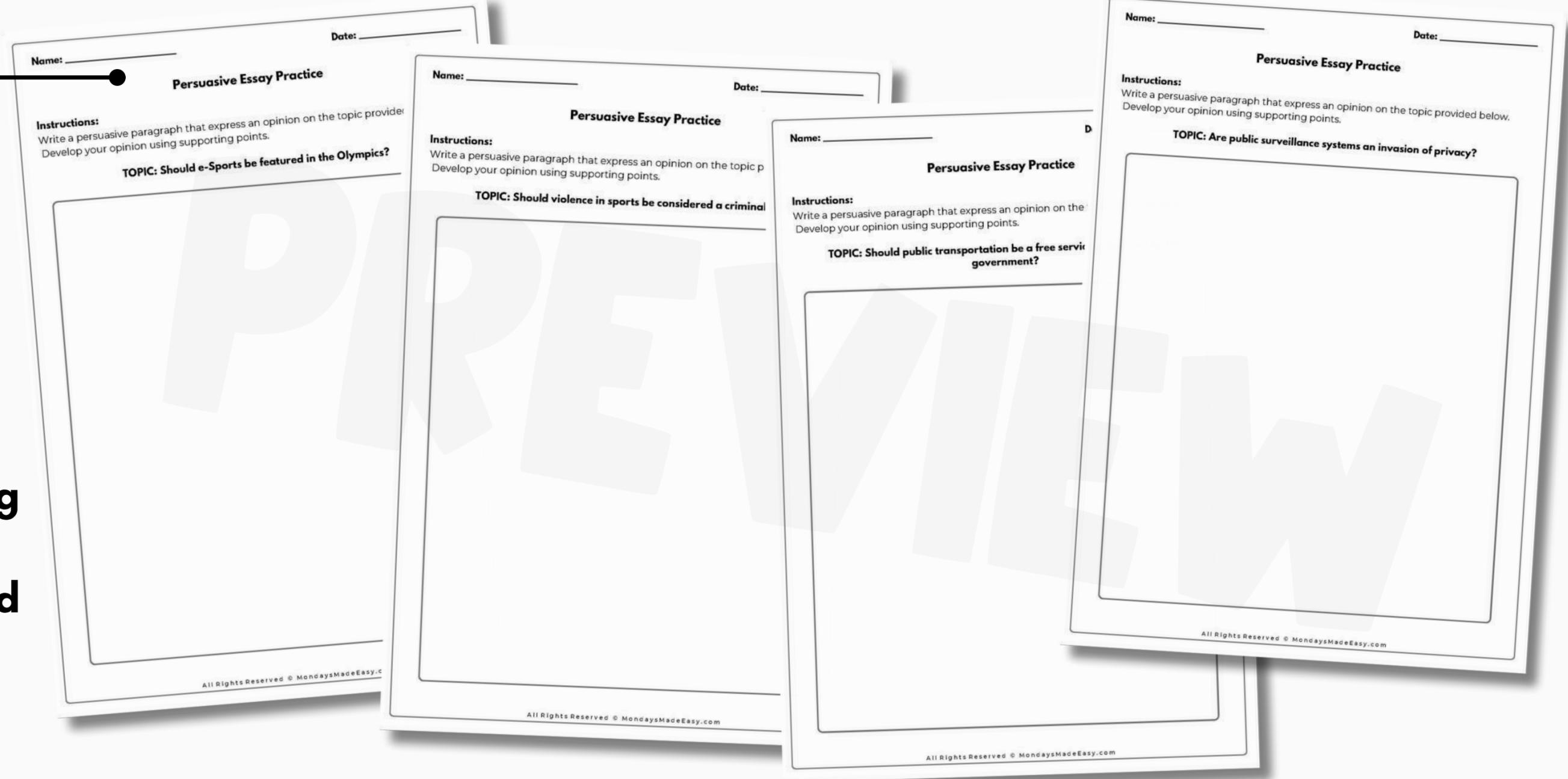
Category	Level 1 (0-49%)	Level 2 (50-64%)	Level 3 (65-79%)	Level 4 (80-100%)
Knowledge	Approaching success with development of a main idea related to the topic Limited knowledge of the conventions of text forms See comments below	Develops a main idea related to the topic with some success Moderate knowledge of the conventions of text forms See comments below	Successful development of a main idea related to the topic Demonstrates considerable knowledge of the conventions of text forms	Skilfully develops a main idea related to the topic Knowledge of the conventions of text forms significantly exceeds expectations
Inquiry	Approaching success with selection, explanation, and organization of information Limited supporting details that link to the main idea See comments below	Selection, explanation, and organization of information are somewhat successful Provides supporting details and links information to the main idea adequately See comments below	Successful selection, explanation, and organization of information Effectively provides supporting details and links information to the main idea	Selection, explanation, and organization of information significantly exceeds expectations Skilfully provides supporting details and links information to the main idea
Communication	Writing is approaching success in choice of language and appropriate tone for the specified purpose and audience See comments below	Writing demonstrates some success in choice of language and appropriate tone for the specified purpose and audience See comments below	Writing demonstrates effective choice of language and appropriate tone for the specified purpose and audience	Writing demonstrates skilful choice of language and appropriate tone for the specified purpose and audience
Application	Limited knowledge of conventions of standard language (spelling, grammar, punctuation) Limited demonstration of the use of the writing process (pre-writing, organizing, drafting, revising, and editing) See comments below	Moderate knowledge of conventions of standard language (spelling, grammar, punctuation) Adequately demonstrates the use of the writing process (pre-writing, organizing, drafting, revising, and editing) See comments below	Considerable knowledge of conventions of standard language (spelling, grammar, punctuation) Effectively demonstrates the use of the writing process (pre-writing, organizing, drafting, revising, and editing)	Conventions of standard language significantly exceed expectations (spelling, grammar, punctuation) Skilfully demonstrates the use of the writing process (pre-writing, organizing, drafting, revising, and editing)

Comments: _____

INCLUDES EDITABLE RUBRIC!

Engaging and School-Appropriate Essay Prompts

Topics include social media, climate change, e-Sports, space exploration, cell phone policies, and more!



Perfect for
opinion
essay writing
and
standardized
test prep!

Includes Graphic Organizers!

Students can use these outlines to brainstorm, develop, and research for their persuasive essay

Name: _____ Date: _____

MULTIPLE PARAGRAPH OPINION PIECE: PLANNING GUIDE AND OUTLINE

DEVELOP AND ORGANIZE IDEAS

Before you begin outlining your opinion piece, further develop and organize your ideas. Consider the suggestions below:

- Conduct research
- Brainstorm supporting arguments
- Consider counter-arguments
- Organize your thoughts logically
- Write a thesis statement
- Incorporate
- Summarize
- Look for pa
- Use any pa
- Think about

Use the space below to develop and organize your thoughts. Can you visualize your piece.

Name: _____ Date: _____

MULTIPLE PARAGRAPH OPINION PIECE: PLANNING GUIDE AND OUTLINE

GENERATE IDEAS

Before you begin writing, you must generate ideas of topics that interest you. Consider the suggestions for generating ideas below:

- Reflect on personal experiences
- Discuss current events
- Explore hobbies and interests
- Analyze literature or movies
- Consider societal or global challenges
- Investigate controversial topics
- Review school policies
- Analyze historical events
- Consider ethical dilemmas
- Analyze social media trends
- Observe local issues

Use the space below to brainstorm topics that interest you. Consider discussing your ideas with peers.

Name: _____

RESEARCH GRAPHIC ORG

Overview:
The Research Graphic Organizer will help you gather and organize your research. When it is time to Outline, you will only need to look at your Research Graphic Organizer.

When gathering information about your source, remember to take an objective perspective. This means the author's opinion is "good" or "bad." Sources that disagree with your opinion are still important sources and perspectives that will strengthen your own argument.

Name: _____

MULTIPLE PARAGRAPH OPINION PIECE: PLANNING GUIDE AND OUTLINE

INTRODUCTION PARAGRAPH OUTLINE

Complete your three ICCER Paragraph Outlines FIRST. You will need to know your three main points before writing your introduction.

Hook Write a few sentences that indicate your topic, as well as why it is worth exploring. You may want to ask a question, tell a story, or highlight the discourse between opposing sides regarding your subject.	
Thesis Statement Your thesis statement is a sentence or two that indicates your position. It should highlight the three main points that you later expand on in your ICCER paragraphs.	

Name: _____

RESEARCH GRAPHIC ORGANIZER

Source No. _____

Title and author of source:	
How do I know this source is credible?	
Source's main claim: <i>(How would you summarize the opinion of the author in one sentence?)</i>	
Important points made by this source: <i>(What types of evidence or reasoning does your author provide to make their argument more effective?)</i>	
Is your source in agreement or disagreement with your position? Explain: <i>(Compare and contrast the author's opinion to your own. Note that the author may also have a neutral opinion, or may provide a different perspective on the topic all together.)</i>	

SUPPORT THE WRITING PROCESS!