**­Persuasive Paper Guidelines**

The purpose of a persuasive paper is to convince an audience to believe your stance on an argument. You may choose any topic, however all topics must be approved by me. As you begin brainstorming subject matter, make sure to have a clear purpose in mind. **This paper requires a clearly stated topic sentence or thesis statement, which will be the basis of your argument.**

The body of your paper should contain at least two arguments and one counterargument. Explain why the audience should see things your way. You must provide your reader with strong reasons as to why your viewpoint is valid. In order to make your argument credible, be sure to include the opposing viewpoint for your case. Addressing the counterclaim is required to better establish your side as correct.

Since this particular paper does not require the use of sources, you do not need to use statistics or quotes (though you may use these if you so choose- if you do, just internally cite your source). The basis of your argument should come from ***logos or logical reasoning*.** Supplemental evidence can and should draw from emotional and ethical reasons as well.

Sequencing is crucial in persuasive pieces. The order in which you present the reasons for your stance can be used to strengthen your argument. **Save the best argument for last that way it will remain in the reader’s mind.**

In your conclusion, revisit the main points of your argument. In this final paragraph, it is important to restate your thesis (DO NOT MERELY COPY AND PASTE YOUR THESIS). To help organize your thoughts and information, an outline will be due **Friday, May 23.** This **outline needs to be typed in the format shown** to you in the example. See example on next page for guidance.

**This paper should be two (2) full pages in length** and must follow MLA format. The FINAL typed and printed draft will be due **Wednesday, May 28** at the beginning of the class period.

*Persuasive essays are different from the other essays that you have encountered. If you were going to write an essay with the subject of gun control using those styles of organization, it might sound like this:*

***Personal Narrative:****“Guns saved my family’s life”*

***Process Essay:****“Current Gun Control laws work like this”*

***Compare/Contrast Essay:****“Gun Control plan A versus Gun Control plan B”*

***Cause/Effect Essay:****“Gun Control laws create these problems”*

*A****persuasive****essay would argue:*

***“Gun Control is necessary” or***

***“Gun Control is unconstitutional.”***

\*\*\*DO NOT say “I think gun control is unconstitutional.” Say, “Gun control is unconstitutional”

**–I already know that this essay is your opinion!**

**Persuasive Paper Rubric**

Content

\_\_\_\_ / 5 Introduction catches attention and introduces topic

\_\_\_\_ / 5 Thesis statement (last sentence of 1st paragraph) clearly articulates argument and your stance

\_\_\_\_ / 10 Argument 1 relative and well developed and explained

\_\_\_\_ / 10 Argument 2 relative and well developed and explained

\_\_\_\_ / 10 Counter argument well developed and discredited

\_\_\_\_ / 5 Conclusion reminds reader of argument and logically sums up paper

**\_\_\_\_/ 45 Total Content**

Mechanics

\_\_\_\_ /5 Proper MLA format, heading, title placement, page numbering, 1” margins, etc.

\_\_\_\_ /5 Spelling/Punctuation/Typos

\_\_\_\_ /10 Overall correct grammar usage

\_\_\_\_ /5 Overall quality of paper

**\_\_\_\_ / 25 Total Mechanics**

**\_\_\_\_ /70 points total**

\*\*\*In addition, the persuasive essay outline is worth 15 points. See next page.

Comments:

**Persuasive Essay Outline (worth 15 points)**

**Due Thursday, Feb. 6**

**Purpose:** Why are you writing this paper? What is your argument?

1. Introduction
   1. Grab attention with a hook – This may include a short scene depicting a situation where this controversial topic arises.
   2. Give necessary background information – What is the argument? What are the two sides?
   3. Thesis statement – What is your position on the issue? Stay in 3rd person.
2. First body paragraph
   1. Topic sentence explaining your viewpoint
   2. First example to support your point
   3. Second example to support your point
   4. Third example to back your point
3. Second body paragraph
   1. Topic sentence explaining your viewpoint
   2. First example to support your point
   3. Second example to support your point
   4. Third example to back your point
4. Third body paragraph – Opposing viewpoint and then YOUR STRONGEST ARGUMENT
   1. Topic sentence explaining your viewpoint
   2. First example to support your point
   3. Second example to support your point
   4. Third example to back your point
5. Conclusion
   1. Summary of main points or reasons
   2. Restate thesis statement

**Persuasive Paper Outline Example**

**Subject:** The use of cell phones while driving

**Audience:** Today’s drivers

**Purpose:** To promote safe driving and demote the use of cell phones while driving

1. Introduction
   1. Hook: A black Jetta swerves between lanes travelling down University just barely escaping collision twice. At first one would assume this reckless driver might be intoxicated, but upon further investigation it becomes clear that this driver is merely chatting on the phone.
   2. Both sides of argument: Some people claim that multitasking in this way is effective while others believe it is detrimental.
   3. Thesis statement: It should be illegal to operate a vehicle while talking or texting via cell phone.
2. First body paragraph – Argument one
   1. Using a phone can be dangerous to oneself
   2. Paying attention to conversation not road
   3. Getting lost
   4. Swerving
3. Second body paragraph – Argument two
   1. Using a phone can be dangerous to others
   2. Could cause accidents
   3. Could hurt those who are being safe and not using phones
4. Third body paragraph – Counter argument WITH STRONG REBUTTAL
   1. There may be instances when one will need to be on the phone while driving
   2. When lost, call for directions – BUT one should pull over instead
   3. Allows road trips to go by faster – BUT one should listen to radio
   4. Even though there is a good to have a phone in the car, there is too much danger associated with cell phone use while driving.
5. Conclusion
   1. Clearly, it should be illegal in Illinois to drive while talking on the phone.
   2. Using a cell phone can cause accidents. Even though cell phones come in handy when a person is lost while driving, it is the driver’s responsibility to pull over.