Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Persuasive Writing

What is the PURPOSE of persuasive writing? (:49)

Where can you find bits of persuasion most commonly in daily life?

What were some of the commercials in these adds

Have you used persuasion with your parents? If so, explain a time you did and what you were trying to convince them of…

What is the key to being “convincing” when ?

 The first step is… you need a “\_\_\_\_\_\_\_\_\_\_\_\_\_\_”

Can you make a claim without evidence to support it?

What are 3 types of appeals you can make to your audience…(1:55)

 1.Appeal 1:

 -example-

 -example-

 2.Appeal 2:

 -example

3. Appeal 3:

 -example