



# **PERSUASIVE ESSAY**

**(ARGUMENTATIVE ESSAY)**

# WHAT IS PERSUASIVE ESSAY?

- A persuasive essay presents an **argument** *for* or *against* a topic.
- In this essay, we not only give information but also present an argument with the PROS (supporting ideas) and CONS (opposing ideas - **counterarguments**) of the argumentative topic.
- Our main purpose is to PERSUADE the readers.

- For example, if your topic is **working from home**, then your essay would either argue in favor of working from home (this is the *for* side) or against working from home.

- Like most essays, a persuasive essay begins with an introduction that ENDS with the writer's position (or stance) in the THESIS STATEMENT.

**« ARGUMENT »**  
**« COUNTERARGUMENT »**  
**AND**  
**« REFUTATION »**

are the key terms in a  
persuasive essay



An ***argument*** is just a statement that someone believes is or should be true.



Kids should be in school  
Monday through Saturday!

A ***counterargument*** expresses the opposite point of view.

Kids should not have to go to school on Saturdays.



A **refutation** is a statement that says something is not true or is wrong



This might be true. **HOWEVER**, .....



# INTRODUCTION PARAGRAPH

- Background information
- The thesis statement is often expressed with SHOULD/CAN or PRESENT SIMPLE TENSE.
- Ex. Computers are time-saving devices.

Capital punishment should be abolished.

Parents should not allow their children to act in TV commercials.

Children can start primary school at the age of 5.

- **Thesis statement:** Employers should give their workers the option to work from home in order to **improve employee well-being** and **reduce office costs**.

This thesis statement shows that the two points I plan to explain in my body paragraphs are

- 1) working from home improves well-being
- 2) it allows companies to reduce costs.

Each topic will have its own paragraph.

# BODY PARAGRAPH 1

**1- Topic Sentence 1** : Workers who work from home have improved well-being. (1st argument)

**2- Supporting detail :** (Reason) (Example)

**3- Counterargument 1 :** Distractions at home > could make it hard to concentrate and make some people stressed.

**4- Concluding Sentence**

# BODY PARAGRAPH 2

**1- Topic Sentence 1 :** Furthermore, companies can reduce their expenses by allowing employees to work at home. (2nd argument)

**2- Supporting detail :** (Reason) (Example)

**3- Counterargument 1 :** Dishonest/lazy people might work less because no one is watching – reduce productivity too.

**4- Concluding Sentence**

# CONCLUSION

- Summary of key points
- Restatement of thesis statement
- Final Thought

## It's Not a Compare and Contrast Essay!

- A persuasive essay focuses on one topic and argues for or against it.
- A persuasive essay should not have two topics.
- When you compare two ideas, you are writing a compare-and-contrast essay.
- A persuasive essay has one topic.

## Extra Advice on Persuasive Essays

## Use Language in Counter-Argument That Shows Its Not Your Position

- The counter-argument is not your position. To make this clear, use language such as this in your counter-argument:

It may be objected that...

One might argue that...

Opponents of ...claim that...

In contrast,opponents of ... point out that...

**Extra  
Advice on  
Persuasive  
Essays**



Opponents **might** argue that cats are unloving.

People who dislike cats **would** argue that cats are unloving.

Critics of cats **could** argue that cats are unloving.

It **could** be argued that cats are unloving.

- These underlined phrases make it clear that you are presenting someone else's argument, not your own.

## Choose the Side with the Strongest Support

- Do not choose your side based on your own personal opinion. Instead, do some research and learn the truth about the topic. After you have read the arguments **for and against**, choose the side with the strongest support as your position.

## Extra Advice on Persuasive Essays

- Do Not Include Too Many Counter-arguments
- Include one counter-argument after the main point you discuss in each body paragraph.

## Extra Advice on Persuasive Essays

<p>Sample counterargument and refutation phrases you can use in your essay</p>	COUNTERARGUMENT	
	<p><b>Problematize. Identify the opposing view’s perspective.</b></p> <p><b>*Note: Sometimes the opposing view is a supporter of the topic you are against.</b></p>	<ul style="list-style-type: none"> <li>• Critics (might) argue that ...</li> <li>• Some people believe/think/feel that ...</li> <li>• Some experts believe that ... / Experts claim ...</li> <li>• Research shows ...</li> <li>• It could be argued / claimed that ...</li> <li>• It has been argued that ...</li> <li>• *Supporters of X might claim that ...</li> </ul>
	Develop the counterargument.	Explain the opposing view’s side.
	<p><b>Acknowledge (or concede to) the opposing view’s side.</b></p>	<ul style="list-style-type: none"> <li>• These arguments seem to make sense.</li> <li>• These arguments have some validity.</li> <li>• It may/might be true that ...</li> <li>• There is some truth to this argument.</li> </ul>
<p>Refutation: a statement that says something is not true or is wrong</p>	REFUTATION	
	Transition to the refutation.	<ul style="list-style-type: none"> <li>• However, ...</li> <li>• Despite these claims, ...</li> <li>• Nevertheless, ...</li> <li>• However, it may not be entirely true that ...</li> </ul>
	Develop the refutation.	Explain YOUR defense against the counterargument.

# CHECKLIST

Item	OK?	Comment
The essay is a <u>persuasive</u> essay		
Appropriate <u>support</u> is used, such as details and examples and <u>counter-arguments</u>		
The essay has a clear <u>thesis statement</u>		
Each paragraph has a clear <u>topic sentence</u>		
The conclusion includes a <u>summary</u> of the main points		