What is Persuasive Writing?

What Elements Will Persuasive Writers Include?

When Would I Use Persuasive Writing?

How Do I Plan and Structure Persuasive Writing?

Assertion = Tell

A statement that makes a _____, expresses an _____, or offers something to _____ about the topic.

If you are struggling to come up with two claims related to your paragraph's topic, it could be that your topic is _____ or you have included _____ in your topic sentence. Try to broaden your paragraph's topic to a more general statement.

Evidence = Show

Evidence provides concrete details or examples that _____ that you made in the assertion. But not all evidence is equally persuasive.

<u>Stronger Persuasive Evidence</u>   <u>Weaker Persuasive Evidence</u>

Commentary = Explain

With commentary, you explain _____ how the evidence supports your topic. Commentary answers any one or more of these questions:
1. Why did you use this evidence? What makes it significant?
2. How does the evidence prove your point? or support your assertion/topic/thesis?
3. For which reason(s) should the reader should agree with you?
4. Why should the reader accept your assertion and evidence as valid?

You **DO NOT** _____ the assertion or evidence. You've already said them; you don't need to say them again.

You also **DO NOT** _____.

You provide your own _____ that connects the evidence to the assertion which in turn support the topic of the paragraph and defends the thesis statement. In this way, you _____.

A two-proof paragraph offers two supporting AEC proofs that support the topic sentence.

I. _____

    A. _____
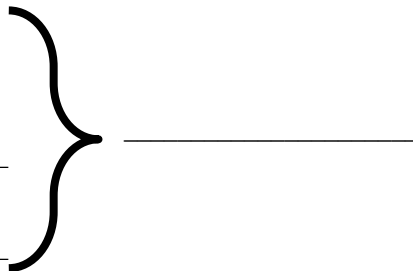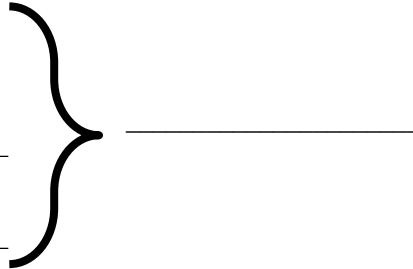
        1. _____   } _____

        2. _____

        3. _____

    B. _____

        1. _____   } _____

        2. _____

        3. _____

    C. _____

Topic Sentence vs. Assertions

Keep topic sentences and assertions separate. Do NOT name your assertions in your topic sentences.

If you do, you will write them _____ which is redundant.

Choosing Persuasive Evidence: Strong, Medium, Weak, or Never?

_____ Facts   _____ Anecdote

_____ Expert Testimony   _____ Examples

_____ Personal Experience   _____ Analogy

_____ Statistics   _____ Observation

_____ Description   _____ Personal Opinion

While some evidence types are weaker than others, that does not mean they are banned. Your own personal experience may make the best evidence in the right context and for the right argument. However, do not use a weak form of evidence when stronger evidence is available.

Do NOT use your own personal opinion, belief, or observation as evidence. Even if your opinion is

valid, you must have support from a _____ other than yourself.

Improving Commentary

Commentary is the most _____ and most difficult part of a paragraph to write.

Remember – its purpose is to _____ your argument in your own words.

If you get stuck, consider using an "explaining" words in your sentence.
(See commentary trigger word list on Weebly)

Common Commentary Mistakes

- Repeating/Restating the _____

- Repeating/Restating the _____

- Adding more _____ (with no commentary at all)

- Simply _____, "this evidence proves my point."

Commentary Must EXPLAIN

- Why did I use this evidence?
- What makes it significant?
- How does the evidence prove my point?
- How does the evidence support/prove my assertion?

- How does this evidence support my paragraph's topic or essay thesis?
- For which reasons should my reader agree with me?
- Why should my reader believe me or accept my argument as valid?

Concluding Statement
#1 Mistake = _____ the topic sentence.
Write a final, impactful thought that summarizes the point you are trying to prove.

Short quotations are _____

- Enclose the direct quotation in quotation marks.
- Include parenthetical citation _____ the ending punctuation.
- Include the page number(s) or poetry line number(s) in the citation if available.
- Place questions marks or exclamation points that are part of the quote inside the quotation marks; place them outside if not part of the original author's words.

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1. _____ – the quote and nothing else

"Jesus attacks anxiety in Matthew 6 with truth, facts, promises, and reasons" (Piper 2).

2. _____ – with a lead-in that names the author or speaker

According to Piper, "Jesus attacks anxiety in Matthew 6 with truth, facts, promises, and reasons" (2).

Note: when a sentence includes the author's name, omit the name from the parenthetical citation and include only the page number or nothing if there is no page number. The author needs only credited once per sentence.

3. _____ – adding the quote into your own sentence structure

All people should remember that "Jesus attacks anxiety in Matthew 6 with truth, facts, promises, and reasons" (Piper 2).

4. _____ – make changes/additions to clarify meaning or correct grammar

Jesus teaches an important lesson when "[he] attacks anxiety in Matthew 6 with truth, facts, promises, and reasons" (Piper 2).

5. _____ – words/phrases removed to shorten the quote and focus on the key ideas. Be sure your omission does not change the intended meaning of the original writer.

"Jesus attacks anxiety . . . with truth, facts, promises, and reasons" (Piper 2).

6. _____

- denote line breaks with a "/" and a space both before and after the slash
- maintain the capitalization and punctuation of the original poem
- add line numbers instead of page numbers to the parenthetical citation

"For the children, they mark, and the children, they know / The place where the sidewalk ends" (Silverstein 15-16).

There are 10 reference attributes that might show up in a Works Cited entry.

- They are always arranged in the same order.
- If your source does not have a particular element, just skip it, and move on to the next one.
- Copy the exact formatting for each element: punctuation, abbreviations, quotes, italics, capitalization.
- If you are uncertain, use an MLA reference such as the Purdue OWL for help.
- All entries, no matter which element comes last, end with a period.

The following pages contain helpful tips for formatting the most common types of entries. However, you should always consult an MLA handbook or online guide (such as the Purdue OWL) for a source type with an unusual element or with which you are otherwise unfamiliar.

	ELEMENT	FORMAT LIKE THIS:	END Punctuation
SOURCE	**1.** _____	(1 author) Last, First. (2 authors) Last, First, and First Last. (3+ authors) Last, First, et al.	•
	2. _____	*Title.* (if source is self-contained, independent) "Title." (if source is part of a larger work/container)	•
CONTAINER	**3.** _____ (website, magazine, album)	*Name,*	,
	4. _____ (translators, editors, illustrators, directors, interviewers, etc.)	(1 contributor) Translated by First Last (2 contributors) First Last and First Last, editors (3+ contributors) Translated by First Last et al. Translated by First Last, illustrated by First Last	,
	5. _____ (edition)	5th ed. unabridged ed. Kindle ed. e-book ed. *or* Bible version *such as* English Standard Version	,
	6. _____ (volume, number, etc.)	vol. 5, no. 17 season 2, episode 22	,
	7. _____ (who owns the copyright?)	Name of Publishing Company	,
	8. _____ (or season or time)	DD Mth. YYYY *such as* 12 Dec. 2012 *or* Nov. 2022 *or* spring 2016	,
	9. _____ (pages, section, URL; *not* city)	For one page use "p." such as p. 7 For multiple pages use "pp." such as pp. 45-60 For online works use DOI, permalink, or URL	,
	10. _____ (optional; websites that can be updated)	Accessed DD Mth. YYYY	•

*Location does not refer to city of publication.

Other Common Formatting Rules

Element 1: Author
- An author can be an individual, multiple individuals, or a group or organization
- For multiple authors, list the authors in the same order as the original source
- As given, include first, middle, and last names as well as initials and suffixes (Jr. III.) with a period
- DROP all titles and degrees (Dr., PhD, Sir)   Ex: Dr. Martin Luther King, Jr. is formatted as "King, Martin Luther, Jr."

Element 2: Title
- Format a title as it appears in the original source with its original punctuation EXCEPT make the following changes:
  - Capitalize all nouns, pronouns, verbs, adjectives, adverbs, subordinating conjunctions
  - Do NOT capitalize articles, conjunctions, prepositions, or "to" unless also the first/last word of the title/subtitle
  - Use a colon between a main title and a subtitle
  - Italicize the titles of all long works and those that are self-contained (e.g. book, play, movie, album)
  - Use quotation marks for titles of short works and those in a container (e.g. poem, short story, article, song)

Element 3: Container
- A container is a larger source that contains the original source. Examples: a magazine contains an article, a website contains a webpage, a textbook contains a chapter, a tv series contains an episode, an album contains a song
- Typically, you do not include the ".com" on a website container name.
- Some sources are "self-contained" such as books, plays, and movies. They have no container.

Element 4: Contributor
- Ex: Edited by – Translated by – Directed by – Illustrated by – Uploaded by – Narrated by – Performance by
- Capitalize the first word of the label if the preceding element ends with a period.   Ex: ". Edited by"
- Use lowercase if the preceding element ends with a comma unless the first word is a proper noun. Ex: ", edited by"
- If no specific contributor role is named, simply use "by" or "with" as indicated in the original source.

Element 5: Version
- A source (typically books) can be released in different versions. Ex: 10th ed., revised ed., E-book ed.
- If a source has more than one version, separate them by commas. Ex: 10th ed., e-book ed.
- Use the full name of a Bible version (English Standard Version), not the abbreviation (ESV)
- Write ordinal numbers as numerals with no superscript. Ex: 1st 3rd 10th   (*not* 1st 3rd tenth)
- Capitalize the first word if it follows a period. Use lowercase if it follows a comma unless it is a proper noun

Element 6: Number
- Convert all numbers as words (eight) and Roman numerals (XIII) to Arabic numerals (8)
- Capitalize the first word if it follows a period. Use lowercase if it follows a comma unless it is a proper noun

Element 7: Publisher
- Do not name the publisher of a periodical.
- Do not name the publisher of a website if it is the same as the website name itself.
- Do NOT change the punctuation of the publisher's name but DO follow standard capitalization rules.
- DROP initial articles (drop "the") and legal suffixes (drop "Company" or "Co." or "Incorporated" or "Inc.")

Element 8: Publication Date
- The date may include day, month, year, season, time, and/or date range (do not use Roman numerals)
- Ex: 17 Aug. 2012 *or* spring 2020 *or* Mar. 1997 *or* 3 May 2019, 2:00 p.m.

Element 9: Location
- Format page numbers with the same style numerals as the original source. (Arabic, Roman, uppercase, lowercase)
- URLs may be hyperlinked or not; however, be consistent. Either hyperlink them all or none.

Sample Works Cited Entries

This is a list of only a few works cited entries out of 1000's of possible combinations. You should always consult an MLA handbook or online guide (such as the Purdue OWL) for a source type with which you are unfamiliar or uncertain.

SELF-CONTAINED SOURCES

Book:

Seuss, Dr. *The Cat in the Hat.* Random House, 2018.
   author   *book title*   *publisher*   *date*

E-Book:

Seuss, Dr. *The Cat in the Hat.* E-book ed., Random House, 2020.
   author   *book title*   *version*   *publisher*   *date*

Bible:

Holy Bible. New American Standard Bible, Zondervan, 2002.
   title   *version*   *publisher*   *date*

Web Article CONTAINED in a Website

Below are a few examples of works cited entries for articles found on a website. Most information you need for your works cited entry will be found at either the top or the very bottom of the webpage. (copyright and publisher information is often at the bottom)

Look for and record all the following on a webpage:

- Author
- Article Title
- Website Name (this is the container)
- Contributors (such as a reviewer or editor)
- Publisher (only include a publisher's name if it is different from the website's name)

- Publication or Updated Date (use the most recent date). If no date is given, look for a copyright range at the bottom of the page with the publisher's information.
- Copy the full URL
- Make note of the date you accessed the article

Bloom, John. "Lay Aside the Weight of Fear." *desiringGod*, 19 Apr. 2013, https://www.copyURLhere.com.
   author   *article title*   *container*   *date*   *location*

Bruce, Debra Fulghum. "How Worrying Affects the Body." *WebMD*, reviewed by Smitha Bhandari, 2005-2022,
   author   *article title*   *container*   *contributor*   *date*
      → https://www.copyURLhere.com, Accessed 28 Dec. 2022.
          location   *optional date of access*

"Fears and Phobias." *KidsHealth*, reviewed by KidsHealth Behavioral Health Experts, Nemours Foundation,
   article title   *container*   *contributor*   *publisher*
      → 1995-2022, https://www.copyURLhere.com, Accessed 28 Dec. 2022.
        date   *location*   *optional date of access*

A Note about Citation Generators like EasyBib:

EasyBib is a good tool to help you get started with your works cited entries. However, EasyBib does make mistakes and is not a substitute for your own mind. You must examine each EasyBib result carefully to add any information that it missed or correct any errors that it made.

Not all in-text, parenthetical citations are formatted exactly the same way.

Remember, the purpose of a parenthetical citation is to provide a map key to your readers that will help them locate the entry on the works cited page. So, the information that you include in parentheses will depend on the information available both from the source and the sentence.

There are three main contributing factors:

1. **Does the works cited entry have an _____?**
   YES – include the last name
   - "Words of the quote" (Dickens 112).

   NO – include the first component in the works cited entry – usually the title
   - "Words of the quote" ("A Letter to the People" 27).
   - "Words of the quote" (*The Handbook of Phobias* 81).

2. **Is the author previously named in the _____?**
   YES – drop the last name from the citation. The name needs only appear once per sentence.
   - Dickens wrote, "Words of the quote" (112).

3. **Does the source have _____?**
   YES – include the number(s) in the citation. Note: there is comma before the number.
   - "Words of the quote" (Dickens 112).
   NO – then no numbers are necessary
   - "Words of the quote" (Dickens).
   - "Words of the quote" ("A Letter to the People").

What would happen to your intext citation if you both name the author in your sentence and the source does not have page numbers? _____

For the Bible:

Rather than an author or title, the Bible is cited using the _____. Rather than a page number, use the _____. You only need to name the translation the first time you quote the Bible. For all later quotes, only the scripture reference is necessary.

- "First quote of scripture in the essay" (*English Standard Version,* Phil. 4.13).
- "Second quote of scripture using the same Bible translation" (Ezek. 1.5-10).

Note how the scripture references are formatted above. The name of the book is abbreviated. The chapter is separated from the verse by a period, not a colon.

What is Literary Analysis?

What Elements Will Literary Analysis Include?

What Elements Will Literary Analysis NOT Include?

How Do I Plan and Structure Literary Analysis Writing?

Literary Body Paragraphs follow the same "two-proof" structure as Persuasive Body Paragraphs

I. Topic Sentence
- A. Assertion*
  1. Evidence*
  2. Commentary
  3. Transition
- B. Assertion*
  1. Evidence*
  2. Commentary
- C. Concluding Sentence

*There are, however, some additional considerations for your assertions and your evidence.

Assertions

Literary assertions complete two jobs simultaneously:

1. Like all assertions, they _____ about the topic that you are trying to prove.

2. They provide brief story context as a _____ for the quote. While you may assume your reader has read the book and is familiar with the story, no person can remember every moment of a novel. Remind the reader where the quote is from: when, who, and/or what.

Evidence

All literary evidence will be _____ from the work with two key features to consider:

1. Even the best quote taken _____ can be confusing for your reader. So, you must introduce each quote with some sort of context cue.

2. Quotes must be limited to only the parts that are _____ to your argument. You might quote a long passage on occasion, but typically you will quote a sentence or two, part of a sentence, or even just a meaningful phrase.

Remember, literary analysis is _____ and should not contain lengthy retellings or summaries of the story's plot. So while you must cue your reader with brief reminders of characters and scenes, these should always be blended with your own ideas and analysis.

Literary Essay Introductions
An introduction to a literary essay will follow a very standard form:

1. _____ Hook

2. _____ : one sentence that links your hook to your background info

3. _____ : introduce the author, title, and a give *very short* summary of major elements of the story. Might also include setting or historical information. Think: what's the basic who, what, where, and when?

4. Thesis Statement: add a _____ from the background

Literary Essay Conclusions
The conclusion must contain 4 main components:

1. Restated Thesis: say it in a new, _____ way, as you have now proven your points

2. _____ : help your reader remember the important arguments

3. _____ : help your reader consider to apply the lessons of your analysis to their own lives

4. _____ : offer a final thought that ties back to your hook