

Persuasive Essay

Persuasive Techniques

- Emotive language - *The fox is **brutally ripped apart** by a pack of ferocious hounds.*
 - Repetition of words or phrases
 - Rhetorical questions
 - Rule of three - three examples, three questions, three uses of the same word or phrase
- 'I came, I saw, I conquered.'** (Julius Caesar)
- 'We must pick ourselves up, dust ourselves down and begin again the work of remaking America.'** (Barack Obama)
- Use of anecdote or personal experience
 - Use of evidence and statistics from reliable sources
 - Involving and appealing to the reader by using 'We'
 - Varied sentence structure, particularly the occasional use of short dramatic sentences.

Introduction

It is important that you engage your audience's interest from the very start of your essay. Include one or more of the following:

- A question- *How often do you eat fast food?*
- A bold statement – *Fast food is killing Britain.*
- A shocking statistic – *A single Big Mac lunch contains 1,400 calories while a person's daily intake should be no more than 2000 calories.*
- A quotation- *'We have these weapons of mass destruction on every street corner and they are called doughnuts, cheeseburgers, French fries...Our kids are living on a junk food diet.'* (Dr Joel Fuhrman)

In your introduction you must also clearly state your point of view on the topic.

- *I believe that fast food is seriously damaging the health and well being of Britain's children.*

Acknowledgement of the opposite view

- Before presenting your arguments it is important that you show some understanding of the opposite view. However, do not deal with this in any depth. State the opposite view then refute it.

While members of Countryside Alliance argue that hunting foxes is necessary because of threat they pose to livestock, I strongly disagree. Chasing a terrified fox for miles before letting hounds rip it apart is neither an effective nor humane way to deal with the problem.

Main Body

In the main body of your essay present your arguments supported by convincing evidence. Organise your arguments. You may wish to leave your strongest argument to last or open with it. In each paragraph of your main body use the following structure.

1. Begin with a topic sentence stating your point/argument.
2. Include evidence to support the point you are making
3. Explain how this evidence adds to your argument

Example

1. Greyhound racing requires further regulation to meet the welfare needs of the thousands of dogs used by the industry. 2. According to a report compiled by League Against Cruel Sports, racing greyhounds spend 95% of their time in kennels and while there are rules governing size of kennel and exercise requirements, these regulations are 'meaninglessly vague and subjective' and that 'most greyhounds are let out of their kennels for exercise and daylight only three or four times a day for periods of just 15 to 20 minutes.' The report goes on to highlight the extreme case of one trainer, Ian Street, who after being prosecuted by Wirral Council, received a lifetime ban on owning animals. His dogs were found in filthy conditions and almost total darkness, many with untreated racing injuries such as open wounds and missing toes. 3. It is appalling that many of these beautiful, loving animals are being cruelly neglected and abused. The Government must act now by passing legislation to ensure that all breeding and training kennels are licensed and inspected by an independent body.

Conclusion

To conclude your essay you must:

- Briefly sum up your key arguments
- Clearly re-state your point of view
- Appeal to the reader