



PERSUADE LIKE A ***PRO***

Craft your winning argument

Learn how to build arguments, use strong evidence, and convince with confidence.

Start Module

Image of two people talking:
one trying to persuade the
other and the other person
looking pensive

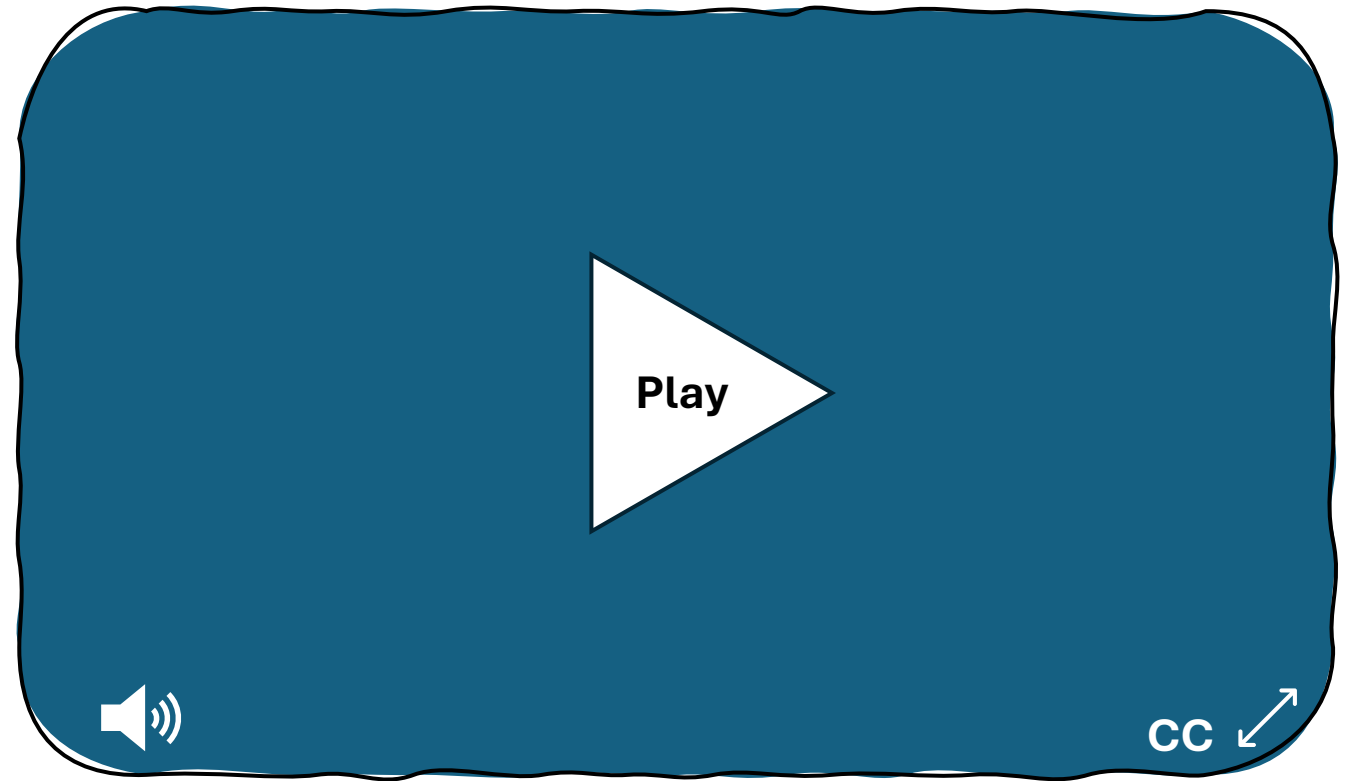


Introduction

By the end of this lesson, you will be able to:

Write a persuasive paragraph that:

- presents **1** clear argument,
- uses the appropriate tone,
- and includes at least **2** claims supported by evidence.



[Click for transcript](#)



Course map

Click the green box to go to each lesson

Lesson 1

Defining
persuasive
writing

Lesson 2

Using the
right tone

Lesson 3

Stating your
argument

Lesson 4


Supporting
with claims
and
evidence

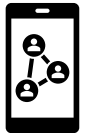
Assessment

Putting it all
together



Lesson 1: Defining persuasion

 **What is persuasion?:** persuasion is when you try to convince someone to believe or do something.



When do we use it?: We use persuasion everyday – in conversations, advertisements, and social media.



Key parts: A persuasive text has a clear argument and point of view.
Writers use **reasons**, **evidence**, and **emotions** to make their ideas convincing.



Lesson 1 assessment

Question 1

What is persuasion?

- Answer 1
- Answer 2
- Answer 3
- Answer 4

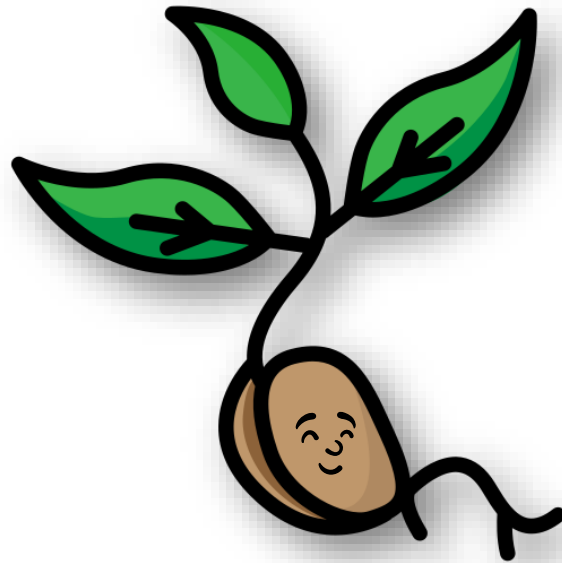
Feedback will appear here

Feedback will be encouraging and provide an explanation for both correct and incorrect answers.



Congrats! You completed Lesson 1!

You've become a...



Happy Sprouting Seed!

Keep
going!





Lesson 2: Tone

What is tone?: Tone is the attitude a writer shows toward the topic or audience

→ Examples: serious, friendly, excited, respectful

In persuasive writing, your tone should **match your purpose**.

→ Want someone to take you seriously? Use a respectful and confident tone.

→ Trying to inspire others? Use an encouraging and positive tone.

The wrong tone can turn readers away, even if your argument is strong.

→ Avoid sounding rude, angry, or sarcastic.

Persuasive writing often uses a **formal style**, which means that you don't use abbreviations (shortening words), slang, or contractions (use "cannot" instead of "can't").

→ Using a formal style will make your writing clearer to the reader.

Lesson 2: Tone

When writing in a formal style...

Do 👍	Don't 👎
Use complete sentences	Use slang or texting language
Choose respectful, clear words	Use rude language
Stick to the point and stay organized	Go off topic or ramble
Use proper grammar and punctuation	Use abbreviations like “u” or “lol”



Read the sentences and decide whether the style is formal or informal.

Click to reveal the answer.

I believe schools
should start later to
help students get more
sleep.

The rule is totally lame
– who even cares
about it?

Research shows that
eating breakfast
improves
concentration in class.


I'm super tired every
morning. It sucks!

Seriously though, who
made this rule?

Students would
benefit from extra
break time during the
day.



Lesson 3: Stating your argument



Interactive target
graphic
demonstrating the
concept

The text explains that your argument is your **main point (what you want to convince others to believe)** and outlines what makes a strong argument.

The argument should be clearly stated in the paragraph. A strong argument is **clear, specific,** and [debatable](#).

It gives examples of appropriate ways to state an argument.



Strong or weak?

Argument appears here

Drag and drop the strong or weak arguments into the correct bucket.

[Review what makes a strong or weak argument.](#)





Lesson 4: Supporting with claims & evidence



A **strong argument** is built on solid claims. Each claim needs evidence to stay standing. If you take away the support, the whole argument can fall apart.

- Claims explain why your argument is true.
- Evidence proves your claims are correct.



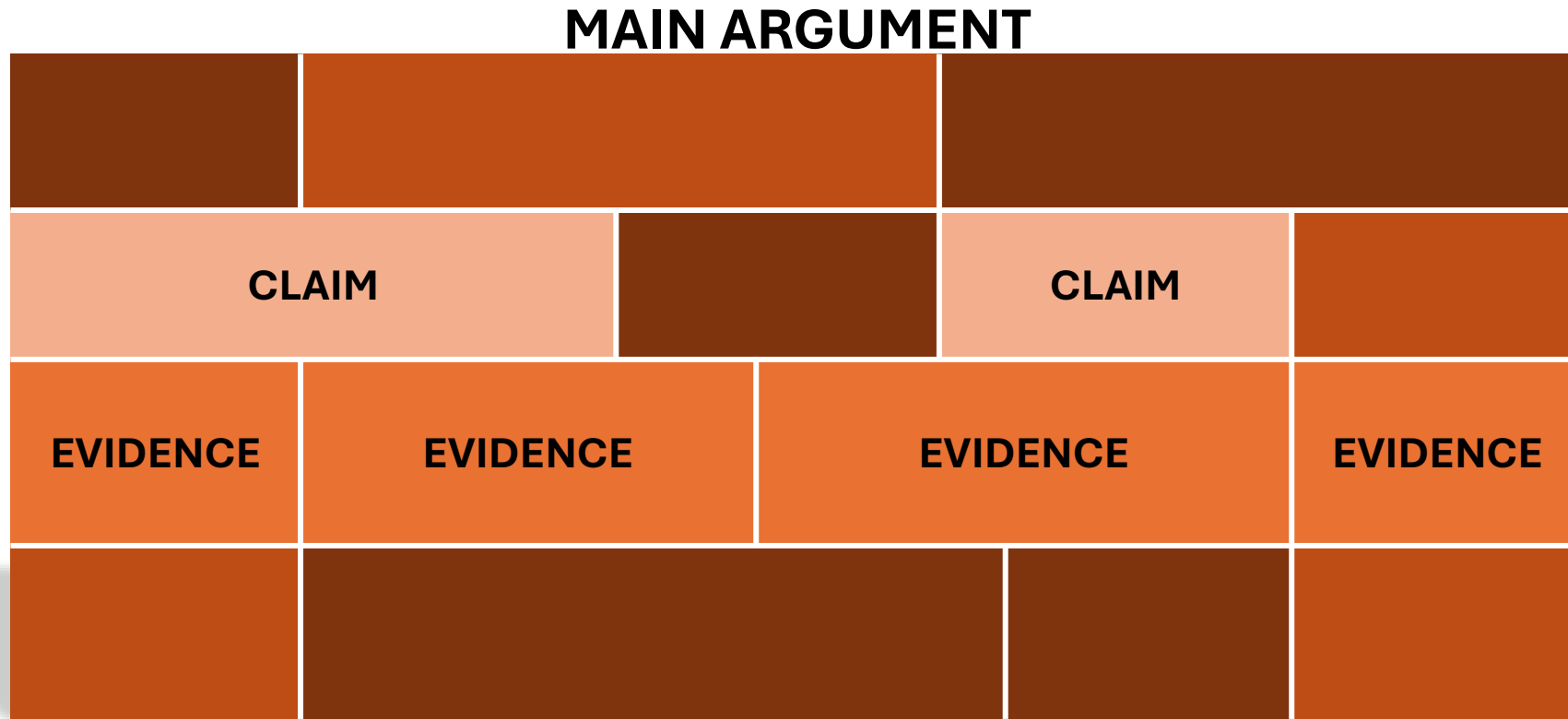
A persuasive argument is like a brick wall. Your main argument sits at the top. It can only stand if it is supported by claims and evidence.



Your argument is convincing when you provide proof for your claims using evidence. There are ways to find evidence for your claims. You can start with online research. [Click here](#) to visit the student resource center to learn about online resources.



Lesson 4: Supporting with claims & evidence



Click the bricks to see what happens to your argument when it loses support.



Identifying the parts of a persuasive text

Parts of the text will appear on the left side of the screen. Find and click them in the paragraph.

Click the main argument of the paragraph.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.



Lesson 4: Supporting with claims & evidence

Claim Constructor

Now we will begin to build a simple persuasive paragraph with an argument, a claim, and supporting evidence for the claim.

Step 1: Select your topic.

Choose your topic...

or

Write your own topic.

Write your topic here.



Lesson 4: Supporting with claims & evidence

Claim Constructor

Now we will begin to build a simple persuasive paragraph with an argument, a claim, and supporting evidence for the claim.

Step 2: Choose an argument.

Choose your argument

or

State your own argument related to your topic.

Write your argument here.



Lesson 4: Supporting with claims & evidence

Claim Constructor

Now we will begin to build a simple persuasive paragraph with an argument, a claim, and supporting evidence for the claim.

Step 3: Choose the claim that supports your argument.

Choose your claim.



or

Make your own claim related to the argument.

Write your claim here.



Lesson 4: Supporting with claims & evidence

Claim Constructor

Now we will begin to build a simple persuasive paragraph with an argument, a claim, and supporting evidence for the claim.

Step 4: Support your claim with evidence.
Choose the piece of evidence that supports the claim.

Choose the evidence.



or

Provide your own evidence to support your claim.

Write your evidence here.



Lesson 4: Supporting with claims & evidence

Claim Constructor

The resulting paragraph automatically appears here using the inputs from the learner on the previous screens.

Reflection

Let's reflect on our writing. Explain briefly:

- 1) Why you believe your paragraph is persuasive
- 2) Why your claim supports your argument
- 3) How your evidence supports the claim

Write your answers here.

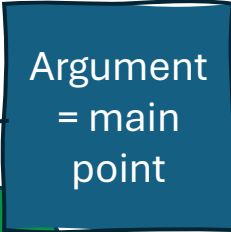

Submit

Summary

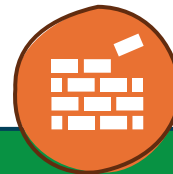
In this module, you have learned how to write an effective persuasive paragraph.



**Use the right
tone and
style for
your
audience**



**State a clear
argument**



**Support your
argument
with at least
2 claims**



**Back up
each claim
with
evidence**



Assessment

Now, it's time to write a persuasive paragraph on your own! **You can't use the same topic that you used in the practice activity.**

Please choose a different topic. If you need ideas, click the “help” button in the navigation.

Your paragraph will include:

- 1) Use the correct [tone](#) and a formal style
- 2) A clearly stated [argument](#)
- 3) Two [claims](#) to support your argument
- 4) One piece of [evidence](#) to support each claim

Click the words to review the previous lessons if you need a reminder.

Resources:



Download this [organizer](#) to plan your paragraph. Ask your teacher to print it out if you prefer.



You can also type your paragraph in a Word document and submit it later.



Your paragraph will include:

- 1) Use the correct [tone](#) and a formal style
- 2) A clearly stated [argument](#)
- 3) Two [claims](#) to support your argument
- 4) One piece of [evidence](#) to support each claim

Write your paragraph here.

Submit

Progress 

Course controls



Upload a file

If you wrote your paragraph in a Word document, submit it below.



[sample_file.docx](#) (file appears here once uploaded)

Submit

Progress

Course controls





Assessment feedback

AI feedback will appear here. It will offer feedback based on the learning objectives.

Your argument:

Your two claims:

1)

2)

Your evidence:

1)

2)

Suggestions:

Download feedback

Progress 

Course controls





Feedback buddies

You are about to give a review of one of your friend's persuasive paragraphs.
You won't know whose it is.

Review based on the following steps:

1. Download the peer review worksheet.
2. Read your partner's paragraph.
3. Use the checklist to give helpful and specific feedback. Be kind!
4. Reflect on the feedback you received and revise your paragraph if needed.
5. Resubmit your paragraph [here](#) or [here](#) if you wrote your own.

Collaborating students

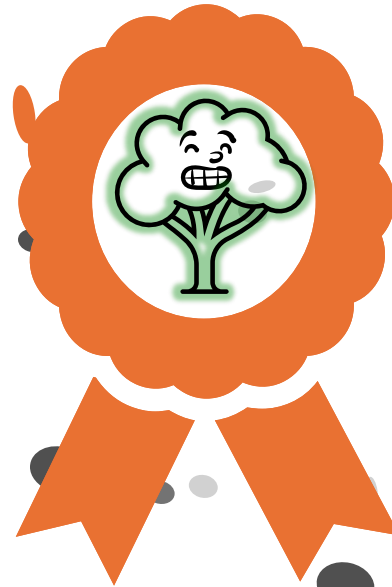
**Download peer review
worksheet**

**Download a peer's
paragraph**



CONGRATULATIONS! YOU COMPLETED THIS LEARNING MODULE!

Celebration animation



Celebration animation

Return home

Course controls

Progress 

