



# Functional English

## SS150

### 2+1

**COURSE IN CHARGE:**


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WEEK # 14

# The Persuasive Essay


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- ▶ **A persuasive essay is one which is used to convince and persuade a reader of a certain viewpoint to agree to a different viewpoint by using logic and arguments.**
  - ▶ In other words, the goal of the writer is to convince the readers in favor of their argument.

## HOW DO WE PERSUADE?

- ▶ Persuasion requires argumentation.
- ▶ Argumentation means offering solid and sound reasons with supporting evidence to prove a given opinion/standpoint/ view.
- ▶ Argumentation is reasoning with readers by utilizing **LOGIC, COMMON SENSE, OBJECTIVITY, and IMPARTIALITY.**

## WHAT TO DO IN A PERSUASIVE ESSAY:


1. Show that your assertion/opinion/view about something is correct or more truthful than others'.
2. To prove the accuracy and credibility of your assertion, provide sound reasoning and solid evidence. The reasons and evidence should be proved, tested, and true.
3. Be well-informed about your topic.

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4. Disprove the opposing argument by providing contrasting evidence, or by revealing the mistakes or inconsistencies in the logic of the opposing argument.
  5. Your evidence must appeal to the readers' intellect as well as emotions.
  6. The evidence you may use to convince the readers may be
    - ▶ Established facts (scientific, religious, social, etc)
    - ▶ Statistics
    - ▶ Expert opinion
    - ▶ Examples, etc.

## PLANNING A PERSUASIVE ESSAY:

### ► Follow the steps below:

1. Read the question/situation thoroughly.
2. After critical thinking and consideration of all perspectives, select the position/side you want to support. For the following topics, develop a thesis for a persuasive essay.
3. Make a list of valid and solid reasons for you position.
4. List arguments against your view point.

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5. Conduct a short research for supporting evidence for the reasons. Also, test your thesis.
  6. Decide for an order for your ideas. You can discuss the most important reason first and so on.
  7. Now make an outline. Remember you will introduce your viewpoint in the thesis statement. The reasons will form topic sentences. The supporting evidence will take the form of main points and supporting details.





**Sample outline and essay in PDF**

## **SOME IMPORTANT ADVICE ABOUT PERSUASION:**

1. Have an empathetic and respectful attitude towards your opponent.
2. Avoid strong feelings.
3. Be objective and avoid personal expressions, like, “I think..../I believe.....”.
4. Use generalizations intelligently. (People say/ believe/ consider..../As is believed.....)
5. Do not give personal thoughts with factual evidence.
6. Use formal, objective, and impersonal style.

## NOTE:

However, to appear tolerant and open-minded, use the following phrases to express your opinion:

- ▶ In my view,
- ▶ As I see it,.....
- ▶ As far as I am concerned,.....
- ▶ I feel/believe/think....

Avoid emotional tone and vocabulary. This can weaken the effect of your argumentation.



## **Activity: page no. 126 & 127**

**What is the problem with the essay “Technological and Scientific Advancement is a Necessity”? Read and comment.**

## COMMENTS

- ▶ The language is not respectful (use of the terms fool, idiot)
- ▶ Where is the thesis statement?
- ▶ No facts are given to prove the claims.
- ▶ The tone is very rude.
- ▶ Second paragraph does not reflect the necessity.
- ▶ The tone of third paragraph is very assertive.
- ▶ It is not concluded properly.
- ▶ Argumentation is missing.


# ARGUMENTATION/REASONING:

- It is the act of presenting reasons to support a particular claim/opinion in order to prove its correctness.
- Arguments must be logical and strong.
- If an argument is debatable and challengeable, it is weak.
- Strong arguments employ sound reasoning.
- Give good reasons with verifying evidence.



# PROJECT WORK: Part 2

Write a persuasive essay on any one of the following topics.

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1. Free speech should have limitations.
  2. Recycling should be mandatory for everyone.
  3. High-speed internet access should be regulated like a public utility.
  4. Yearly driving tests should be mandatory for the first five years after getting a license.
  5. We shouldn't use products made from animals.
  6. Nuclear power should be illegal.
  7. Violent video games can cause people to act violently in real life.



## Follow all the steps:

- Brainstorming
- Outline (Use the given Format)
- Read and Revise the BS and outline
- Draft 1 of Essay
- Edit and Revise the Draft 1
- Final Draft of the Essay (Typed)

**Note: Once done, use checklist given on p. 130**



**Pair work**

**Practice: Page no. 127 & 128**

**Complete the essay by providing logical arguments**

Thank you 😊

