

Name _____

Period _____ Date _____

Persuasive Writing Planning the First Draft

Opinion Statement: _____

Testing the Opinion Statement*

1) Is your opinion statement simple and clearly stated? Yes / No

2) Does your opinion statement call for a change? Yes / No

3) **Purpose:** What do you want your readers to do or feel? _____

4) **Audience:** Who can make the change you are suggesting? _____

5) Do you have enough evidence to completely support your opinion statement?

(Remember: The final essay will need to be at least 1,000 words long.)

Yes / No

6) List **all** the reasons you can think of that support your opinion statement. Even though you might not use them all in your paper, put each reason in the appropriate column:

Logical: Appeals to common sense and logic, makes sense	Emotional: Appeals to emotions (fear, love, sympathy, pride, etc.)	Ethical: Appeals to sense of fairness (right and wrong).

*If you can't answer "yes" to the questions and fill in every blank, you need a better opinion statement.

**Persuasive Writing
Planning the First Draft**

Opinion Statement: _____

Audience (See question 4.): _____

What will make this audience care about your issue? How can you best appeal to them?

What **bias** will this audience have about your issue? _____

What **voice** (tone) will be most effective in convincing this audience? Why? _____

What questions must be addressed to satisfy this audience? _____

What **counterclaims** must be addressed? _____

How will you address the counterclaims? (You can't just ignore them.) _____

**Persuasive Writing
Planning the First Draft**

Opinion Statement: _____

Types of Evidence
(*MPT*, p. 322)

List at least one of each kind of evidence that will support your reasons. (See question 6.)

Analogies: Comparisons that show similarities between otherwise unrelated facts or ideas

Anecdotes: Personal examples or stories that illustrate a point

Commonly Accepted Beliefs: Ideas that most people share

Examples: Specific instances or illustrations of a general idea

Use the library and/or the Internet to find some of the following types of evidence to support your reasons. Write down source information so you can cite your sources.

Fact/Stats/Numerical Data: Statements that can be proven true; some facts are in the form of statistics, or numerical information

Expert Opinions: Statements made by a recognized authority on the subject (Be sure to include the person's title that shows why s/he is an expert. Copy quotations exactly.)

Case Studies: Examples from scientific research