Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_

**Introduction to: Persuasive Essay Writing**

Prezi Presentation

Assisted Note-taking Guide

Directions: As you view the Prezi and listen to the lecture, complete the note-taking guide below. A copy of the presentation is available at [www.mrsguillory.weebly.com](http://www.mrsguillory.weebly.com) >Curriculum Units & Resources>Persuasive Writing.

**I. Characteristics of the Persuasive Essay**

* Purpose: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Your job is to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the reader to accept your point of view and find a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the problem
* Demonstrates that the writer’s opinion is correct
* Shows why the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is incorrect
* Counterargument = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**II. How to Make a Compelling (overwhelmingly good) Argument**

1. Place your thesis strategically

* Consider the nature of the topic
* Consider what the audience’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_ will be
* May not always be presented in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Support your argument with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Cite \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* This list is known in English classes as a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ page

3. Evidence can be:

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Using \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Quoting \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. Recognize and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (to prove wrong) alternative viewpoints.

* This further \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your own argument

**III. Features of Persuasive Writing**

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (3rd person) = impersonal type of writing, but \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for logical thinkers
* Informal or (1st person) = allows the writer to connect with the reader on a more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ level
* Use flexibility in terms of language and structure
* Tone should be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**IV. How is Persuasive Writing Different from other Styles of Writing?**

* Explores a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (causing much discussion and disagreement)
* Aims to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the reader
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is necessary present a solid argument for your point of view

**V. Types of Persuasive Appeals**

* *Ethos* = Greek word meaning: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Definition:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* *Pathos* = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* *Logos* = Greek word meaning: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Definition: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**VI. Types of Persuasive Propaganda Techniques**

-This type of persuasive language is mainly used and seen in media, particularly commercials

* Bandwagon = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Loaded Words = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Exaggeration = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Emotional Appeal = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_