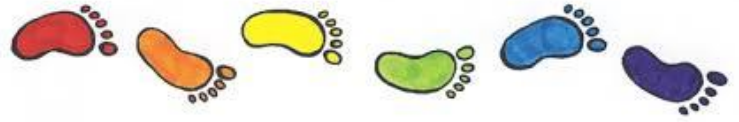


Higher Persuasive: Step by Step

What you need to do...



1. Choose a topic in which you have a genuine personal interest / opinion.
2. Research as much as you can about your topic – including opposing views on the subject. **Keep a note of which information comes from which websites. Write down full URLs.**
3. DECIDE – on your line of argument (opinion) this should be apparent in every paragraph.
4. PLAN – don't miss this step out! A well-structured essay will think about the strongest points and where to place them. You should have a **minimum** of two pieces of research per paragraph.
5. Write your essay. It's useful to follow the PEE structure to ensure that every point you argue is supported.
 - POINT - topic sentence that introduces your point.
 - EVIDENCE - facts/stats/professional opinions that prove your point.
 - EVALUATION - explain the ideas in the evidence and how they support the point made.

You should use persuasive techniques and an ambitious, formal vocabulary throughout.

6. Reference – every time you include a quote or statistic, you need to add a footnote with the relevant website.
7. Bibliography – an alphabetical list of all the books / websites you have consulted in your research.

Topic Prompts

Struggling for ideas...?



- Almost anything can be turned into a topic for discussion – you just need a question.
- Think about your interests / hobbies / views.
- A good way to explore possible topics is to google them alongside the word 'controversy' – this will make any current issues surrounding the topic pop.
- Another good way is to read the BBC news website, for example, and see if any of the articles make you feel strongly. This strength of feeling can be developed into a topic.
- Remember – you will write much better on a topic that you have a genuine interest in, even if that topic seems silly or absurd to other people.

Success Criteria



- “information shows evidence of careful research, is presented to maximise impact and is sequenced to highlight key points”
 - Every point is evidenced
 - Evidence is evaluated to further line of argument
- “ideas/techniques deployed to persuade have a very good degree of insight/persuasive force and are used to convey a clear line of thought”
 - Line of argument is clear throughout and appears logical and well thought-out
- “structure of the piece enhances the purpose/meaning”
 - Paragraphs have a clear order and link fluently;
 - Thought given to impact of structure.
- “features of the chosen genre are deployed effectively”
 - Persuasive techniques used throughout
- “language is varied and often used to create particular effects”
 - Used emotive word choice,
 - Created imagery,
 - Used an ambitious vocabulary,
 - Varied sentence structure for effect.

Research Tips

It is imperative that you keep an accurate record of where your information comes from so as to avoid plagiarism.

You could use a system like this...

NOTES (Quotations or info. that I have cleverly shortened and paraphrased)	Websites / Books (Make sure you copy the full URL - yes I really mean you should copy all those random numbers and symbols!)
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Note-making

The hardest thing is knowing what to write. Your aim is to write as little as possible whilst still recording all the key information!

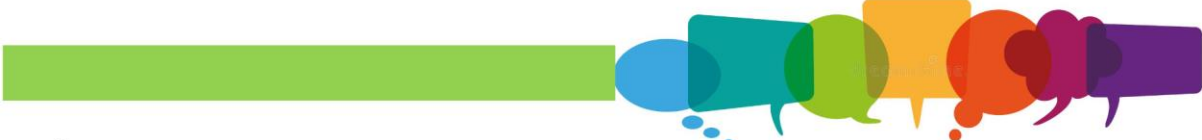
You need to write down:

- Facts
- Statistics
- Quotes from experts/relevant people
- Interesting information

You should use your own words as much as possible – this shows you understand the information and will help you avoid plagiarism. **If you write anything down word for word then you must do so as a quotation and use quotation marks.**

Writing Tips

A very simplistic example of PEE and how to evaluate and further explain your evidence.



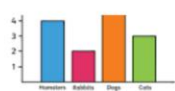
EVALUATING DATA

In your essay, you may use numbers and statistics to support your argument. An effective persuasive technique is to explain to the reader just how much those statistics back up your points by using **evaluative** language.

Point - Mo Salah is a better player than Marcus Rashford because he scores more goals.

Evidence - Mo Salah scored 22 goals in the 2018/19 season. In the same season, Marcus Rashford scored 10.

Evaluative Comment - This shows that Salah scored more than double the number of goals that Rashford scored last season, therefore clearly supporting my view that he is the better player.



Player	Goals Scored
Rashford	10
Salah	22
Diego	3
Cole	3

EXAMPLE

2018/19 Season

Goals scored:

- Mo Salah 22
- Marcus Rashford 10

A great way to **evaluate** facts / statistics is to use your numeracy skills to further explain what they mean. You can also be manipulative in how you present the information.

Eg: *34/40 people like chocolate spread*. This 'statistic' can become:

- An overwhelming majority of people adore chocolate spread
- Over 85% of those surveyed worship Nutella's silky taste.
- It is clear that only a small minded minority dislike chocolate spread...
- Only $\frac{1}{8}$ of the population surveyed have the nerve to declare war on chocolate spread.

Phrase bank for evaluating statistics...

Ratios / Percentages	Trends	Similarities
<p>"Three times as many..."</p> <p>"Twice as likely..."</p> <p>"Vast majority of people prefer..."</p> <p>"More than halved..."</p> <p>"Tripled in size..."</p> <p>"100% higher..."</p> <p>"20% more likely..."</p>	<p>"Increased rapidly..."</p> <p>"Rising steadily..."</p> <p>"Significantly more..."</p> <p>"Steep decline..." (going down fast)</p> <p>"Fallen significantly..."</p>	<p>"Narrow difference..."</p> <p>"Almost identical..."</p> <p>"Clear consensus..."</p> <p>(different people agreeing on an issue)</p> <p>"Consistent pattern..."</p>

Persuasive Techniques Revision

Try to make use extensive of:

- Emotive language
- Rhetorical questions
- Varied sentence structure
- Repetition
- **Imagery** - very effective and often overlooked.
 - E.g. Create a simile to emphasise your point - *We need to reduce the use of cars - Every car journey is like another drag on a cigarette for the lungs of the Earth.*
- Direct address (using we/us/you)

Introduction: Writing a 'hook'

Think carefully about your introduction – be short, snappy and stylish. You could start with a quote, anecdote, shocking fact... Whatever you do, DO NOT say "In this essay I am going to..." That will make me have this face > >



Below are four stories from Monday 4th September's edition of *The Guardian*. They all take different approaches in grabbing their reader's attention.

TOPIC: Should British museums return stolen artefacts?

"That belongs in a museum." "So do you!" Indiana Jones (youthful, anti-establishment, recent thief of priceless treasure) is the first speaker; Panama Hat (fusty remnant of colonial Britain) the second. The scene is famous. But it also strikes the modern viewer as rather out of date: those fighting over what belongs in a museum now split, politically and demographically, in precisely the opposite direction.



TOPIC: AI can help shape society for the better.



One of the first images of AI I encountered was a white, spectral, hostile, disembodied head. It was in the computer game *Neuromancer*, programmed by Troy Miles and based on William Gibson's cyberpunk novel. Other people may have first encountered HAL 9000 from Stanley Kubrik's *2001: A Space Odyssey* or Samantha from Spike Jonze's *Her*. Images from pop culture influence people's impressions of AI, but culture has an even more profound relationship to it.

TOPIC: Poverty in the UK

The collapse of the UK's social contract is leaving millions of low-income families "surviving not living" and forced to endure unacceptable levels of poverty, according to an independent cross-party report.

TOPIC: Subletting

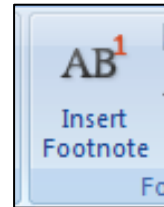
By now, especially if you're a city-dweller in your 20s and 30s, you've probably noticed one of these posts going around social media. You've probably, in fact, seen at least three this week. You may have even posted one yourself. "Looking for someone to take over my room in Dalston for two weeks in late September!" they might begin, before reading something like "£850, bills not included!" The text usually overlays an image of the room in question, someone's stuff stacked neatly around it. "Going to Ibiza/New York/Italy and looking for someone ASAP! No time wasters, plz! DM for more deets!"



Referencing

When do I need to reference?

- When you have included a quote.
- When you have included a statistic.



How do I reference?

- Place your cursor directly after where you want to add the reference.
- Go to the 'references' tab in Microsoft word.
- Click 'Insert Footnote'
(This will put a small number after the quote in your essay and will take you down to the corresponding number at the bottom of the page.)
- Copy and paste the correct (full URL) link into this space.
- Ensure it is in the same font as the rest of your essay and shrink it down to size 10.

Bibliography

A bibliography is simply a list of all the sources you consulted when completing your essay. (Even ones you have not used as a reference!)

It is a separate page that is attached to your essay.

It is **not** included in the word count.

Your bibliography should:

- Be written in alphabetical order;
- Have books first, written out in this order:
 - Author, Title (Date Published)
- Then websites. Include <http://www> for each link.