

## The Persuasive Essay

A persuasive essay requires the student to identify an issue and choose a side/argument. The purpose of a persuasive essay is to get the reader on your side by using facts and emotions. The writer is allowed to appeal to the reader's emotions, which makes the persuasive essay unique.

The persuasive essay can be broken down into four parts:

- **An Introductory paragraph:** This typically includes the main features of an introduction, such as a hook sentence, an explanation of the hook sentence, a clear, concise thesis statement/argument, discussion points (make sure you outline the structure your argument will follow) and a transition from the introduction to the body paragraphs.

- **Body paragraphs:** Each body paragraph will contain a topic sentence – or the main idea of the body paragraph—example(s) supporting the topic sentence's claim, an analysis of why the example(s) are important, connecting the body paragraph to the thesis/argument and a transition from one paragraph to the next.

- I. One of these body paragraphs will have a summary of some of the opposing views. The writer will give a topic sentence explaining the opposing argument. Next, the writer will provide a brief synopsis of the opposing ideas. After providing generalized evidence, the writer will transition into a rebuttal paragraph that follows.
- II. In the rebuttal paragraph, the writer gives a topic sentence explaining that this paragraph expands on the previous one. The writer will present how their ideas are stronger. This is done by presenting evidence directly disputing ideas mentioned in the previous section. Finally, the writer will give a concluding statement summarizing the counter arguments.

- **A Conclusion:** The conclusion goes beyond a summary. It is the writer's last chance to let the reader understand why the thesis statement is important and to demonstrate how the evidence used is connected, not random.



•**Citations:** These are used to prove that your assignment is academically honest. At Bow Valley College, most writing assignments will require the student to use the APA citation style. See the Library website on how to properly cite references that were used.

**Note:** While this is an excellent source of reference, students are encouraged to check their syllabus and/or rubric to ensure they include all the requirements of an assignment.