

PERSUASIVE STATEMENT

- ▶ Ask students to think of a time when they needed to convince someone to support a cause, to join them on a project or to back their stance on a topic. Invite one or students to share their example with the class. As students share, collect some techniques for persuasive communication on the board. These techniques may include using facts from research on a topic, appealing to an individual's emotions or making a personal connection.
- ▶ Next, invite students to use the example they thought of to compose a persuasive statement. Once students have completed their persuasive statements, they can share them with a partner or read them to the class to receive feedback. Ask students to identify the persuasive techniques used in each statement.

For complete details on the full Persuasive Writing activity, refer to Lesson 7, Activity 2 (12 Lesson Track)