

Persuasive Writing

An excellent persuasive essay . . .

- ✓ introduces the topic in a clear and interesting way
- ✓ presents a clearly worded thesis statement on a two-sided issue
- ✓ provides specific, relevant, and well-organized supporting details, such as reasons, facts, statistics, and expert opinions
- ✓ maintains a confident, reasonable, and respectful tone throughout
- ✓ introduces at least one counterargument and then responds to that argument using a reasonable tone
- ✓ uses transitional words and phrases, such as *however* and *most important*
- ✓ ends with a strong and memorable conclusion by calling the reader to agreement or to action

An average persuasive essay . . .

- ✓ has a thesis statement that makes sense but is unoriginal or vague
- ✓ provides supporting evidence that could be developed further, stated more strongly, or organized more clearly
- ✓ does not always maintain the proper tone; is sometimes either too timid or too aggressive
- ✓ mentions a counterargument but presents it in an unfair way or does not offer a convincing response
- ✓ uses few transitional words and phrases
- ✓ concludes by repeating phrases and sentences from the introduction or by using worn-out statements such as “In conclusion . . .” or “As my essay shows. . .”

A poor persuasive essay . . .

- ✓ has a vague or confusing thesis, or no thesis at all
- ✓ offers supporting evidence that is inappropriate or off-topic
- ✓ consistently sounds too timid, too aggressive, or completely uninterested
- ✓ fails to provide an opposing argument
- ✓ uses no transitional words or phrases
- ✓ concludes abruptly or with a cliché, such as “That’s the way I see it!” or “It’s the right thing to do.”