



# TEACHING PERSUASIVE WRITING

GRADES 2-6



Presented by Kristina Smekens  
[kristina@smekenseducation.com](mailto:kristina@smekenseducation.com)

**Identify topics & develop reasons**

**Organize ideas powerfully**

**Fine-tune tone**



[P.A.T. determines voice]  
[Select loaded language]

**webPD**  
BY SMEKENS EDUCATION

[webPD.SmekensEducation.com](http://webPD.SmekensEducation.com) • (888) 376-0448

©2015 Smekens Education Solutions, Inc.

# TEACHING SKILLS: **Identify topics & develop reasons**



## **Identify topic & position**

Explain what you want or what you believe

Make lists of things wrong in your world.

- Rules to change
- Things not fair
- Things you want/wish for
- Problems to fix
- Injustices all around
- Favors to ask
- Suggestions to make
- People to help

Take a walking field trip.

Chart preferences.



## **List many *good* reasons**

Provide solid support for why you are right

Define “opinion” as what I believe with three reasons why.

Select the most relevant and persuasive reasons.

Develop reasons with support.

- Consider others who agree with you or support your perspective.
- Include quantitative data.
- Explain the evidence.

# My Opinion

What do you want/wish for?

---

---

---

---

Why do you want/wish for it? Write 3 reasons.

1. 

---

---

---

2. 

---

---

---

3. 

---

---

---

# TEACHING SKILLS: **Organize ideas powerfully**



## **Organize key points**

Order your reasons to end with your best

Follow the 2...3...1... organization.

### **Beginning**

State your opinion or position.  
Acknowledge the opposition's opinion.

#2

#3

#1

### **Ending**

Conclude with your call to action.



## **End with what you want**

Tell readers what you expect them to do

Write a concluding statement/section that incorporates a Call to Action.

- Do something.
- Stop doing something.
- Buy something.
- Stop buying something.
- Say something.
- Stop saying something.

Dick's Sporting Goods  
P.O. Box 100  
Melbourne, FL 32901

To whom it may concern,

Hi! I have received your Basketball 2014 catalog in the mail. I am writing about the matter that there are no girls in the catalog. I think that girls should be treated as equally as boys are treated. I, myself, enjoy playing and also watching basketball, WOMENS basketball. I had season tickets for my state team. The Phoenix Mercury. I don't know if you are keeping track of the ladies sports world, but they are the Western Conference Champions AND the League Champions of 2014. They have at least two of the best players in the WORLD. They have the legendary Diana Taurasi and the dunking machine, Brittney Griner. On the Minnesota Lynx there is Lindsay Whalen. She was voted MVP last year. This year the MVP is Maya Moore also on the Minnesota Lynx. So, back to the point. There are NO girls in the catalog! Oh, wait, sorry. There IS a girl in the catalog on page 6. SITTING in the STANDS. Women are only mentioned once in the catalog on page 5 for some shoes. And there are cheerleaders on some coupons. It's hard enough for girls to break through in this sport as it is, without you guys excluding us from your catalog. Girls buy stuff from your store. In fact, my last two pairs of basketball shoes were purchased at Dick's, as well as my hoop and practice equipment. Maybe my dad will take me to some other store that supports girls to actually PLAY basketball and follow their dreams and not sit on the sidelines and watch the game to get my next pair of shoes and equipment. If you actually read this far, thank you for your time and I look forward to seeing girls in the next basketball catalog you send out. I really DO enjoy going to your store and getting new shoes. The staff are very friendly and kind.

Sincerely,  
McKenna Peterson  
The Fabulous Basketball Player

Written by 12-year-old McKenna Peterson

---

# Persuasive Planner

## Beginning

State your opinion or position.

Acknowledge the opposition's opinion.

#2

#3

#1

## Ending

Conclude with your Call to Action.

# TEACHING SKILLS: **Fine-tune tone**

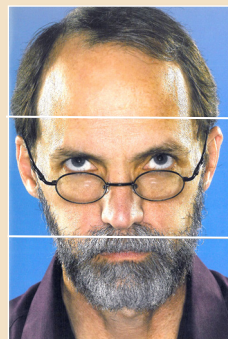


## **Express your attitude**

Reveal your feelings & point of view



## **P.A.T. determines Voice**



## **Employ exact words**

Select precise words to convince the reader



## **Select loaded language**

### **Loaded Language— *A Day at the Beach***



cloudless blue sky  
greeted me  
sun warmed my skin  
smile and sigh

waves lapped quietly  
saying hello

four children settled  
kids laughing & giggling  
kicking up golden trails

Ahh... Just what I needed



not a breeze cooled me  
nor a cloud protected me  
sun was scorching  
heat sapped my strength

four children crammed in  
flicking dry, hot sand  
Grrrr...

a groan escaped me  
scrunched down



supposed to be "perfect"  
dark clouds covered sky  
damp and chilly air  
raindrop or two

waves smacked  
oily foam  
fishy smell  
Eww...  
dead fish littered beach

groan

# Voice is Choice

Topic	Audience	Voice

# Loaded Language:



# Discussion: Turn & Talk

Discuss ways for students to *develop* their persuasive reasons.

- *What types of qualitative data (e.g., expert quotes, testimonials, scenarios, etc.) are you teaching students to include?*
- *What types of quantitative data (e.g., dates, quantities, percentages, prices, statistics, etc.) data are you teaching students to include?*
- *How are you teaching students to explain their evidence?*

Review the facets of organization in persuasive writing.

- *Are students ranking their strongest and weakest reasons?*
- *Are students presenting their reasons in a 2-3-1 order?*
- *Are students including a call to action within conclusions?*

Reflect on the traits of voice and word choice within persuasion.

- *Do your students realize voice is a choice?*
- *Are you showing students how audience and topic impact their voice?*
- *Are you showing students how word choice (e.g., synonyms, connotations, etc.) determines the tone or voice of the writing?*

Teaching Persuasive Writing: Grades 2-6

## BUILD SUCCESSFUL READERS & WRITERS

Learn more simple and effective strategies for teaching reading and writing when you visit [www.SmekensEducation.com](http://www.SmekensEducation.com).

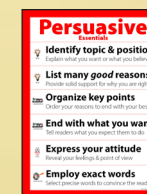
To find additional resources related to this session, search the Smekens Education website using these keywords:

- opinion v persuasive
- argumentative skills with procon.org
- adjust voice for purpose & audience
- word connotation

## USE THE RIGHT TOOLS



Our online bookstore, [www.TheLiteracyStore.com](http://www.TheLiteracyStore.com), features hundreds of titles from all the major publishers. And, it's the only place where you can purchase Smekens Education original resources.



Persuasive  
Poster