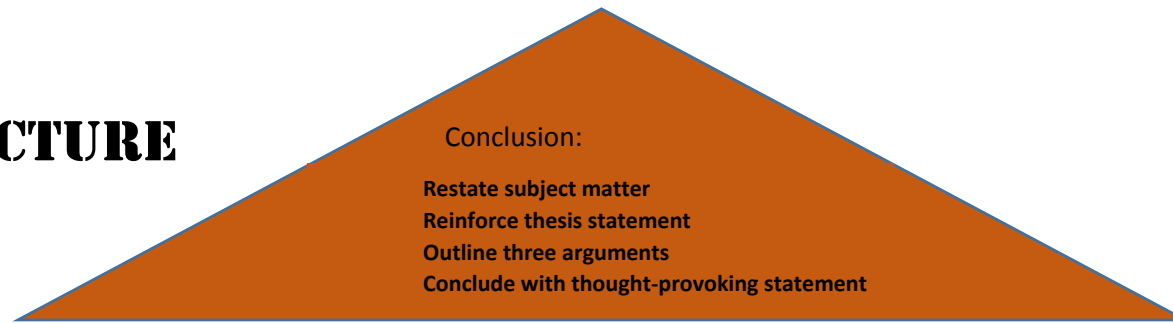


PERSUASIVE STRUCTURE



Conclusion:

- Restate subject matter
- Reinforce thesis statement
- Outline three arguments
- Conclude with thought-provoking statement

Argument Three: Topic Sentence Evidence and Explain Analyse and Argue Linking Sentence	○ Third Floor
Argument Two: Topic Sentence Evidence and Explain Analyse and Argue Linking Sentence	○ Second Floor
Argument One: Topic Sentence Evidence and Explain Analyse and Argue Linking Sentence	○ First Floor
Introduction: Grab the reader's attention What is it about? What is your specific point – THESIS? Three main arguments	○ Reception
Stimulus: Does your idea link to the stimulus?	○ Foundation

Glossary	
Thesis	Statement to be proven
High Modality	words that create a persuasive tone with no room for discussion E.g. must, should, required, will, certainly
Imperative Statements	sentences that command attention and deliver a forceful message E.g. Smoking must be banned.
Statistics	Hard evidence that is data-driven E.g. Facts, Figures, Numbers
Rhetorical Question	Question posed to provoke thought
Anecdote	Personal stories and experiences that are relevant
1 st Person	E.g. I, Me, Myself, Mine
2 nd Person	E.g. You, We, Us, Our
3 rd Person	E.g. They, Them, He, She

T opic Sentence	introduce argument focus and link to thesis
E vidence and Explain	provide examples to support the argument
A nalyse and Argue	unpack examples to support thesis
L inking Sentence	Create statement that links argument to thesis and next paragraph



High Modality, Imperative Statements
 Statistics, Endorsement, Rhetorical
 Questions, Anecdote, 1st, 2nd, 3rd Person