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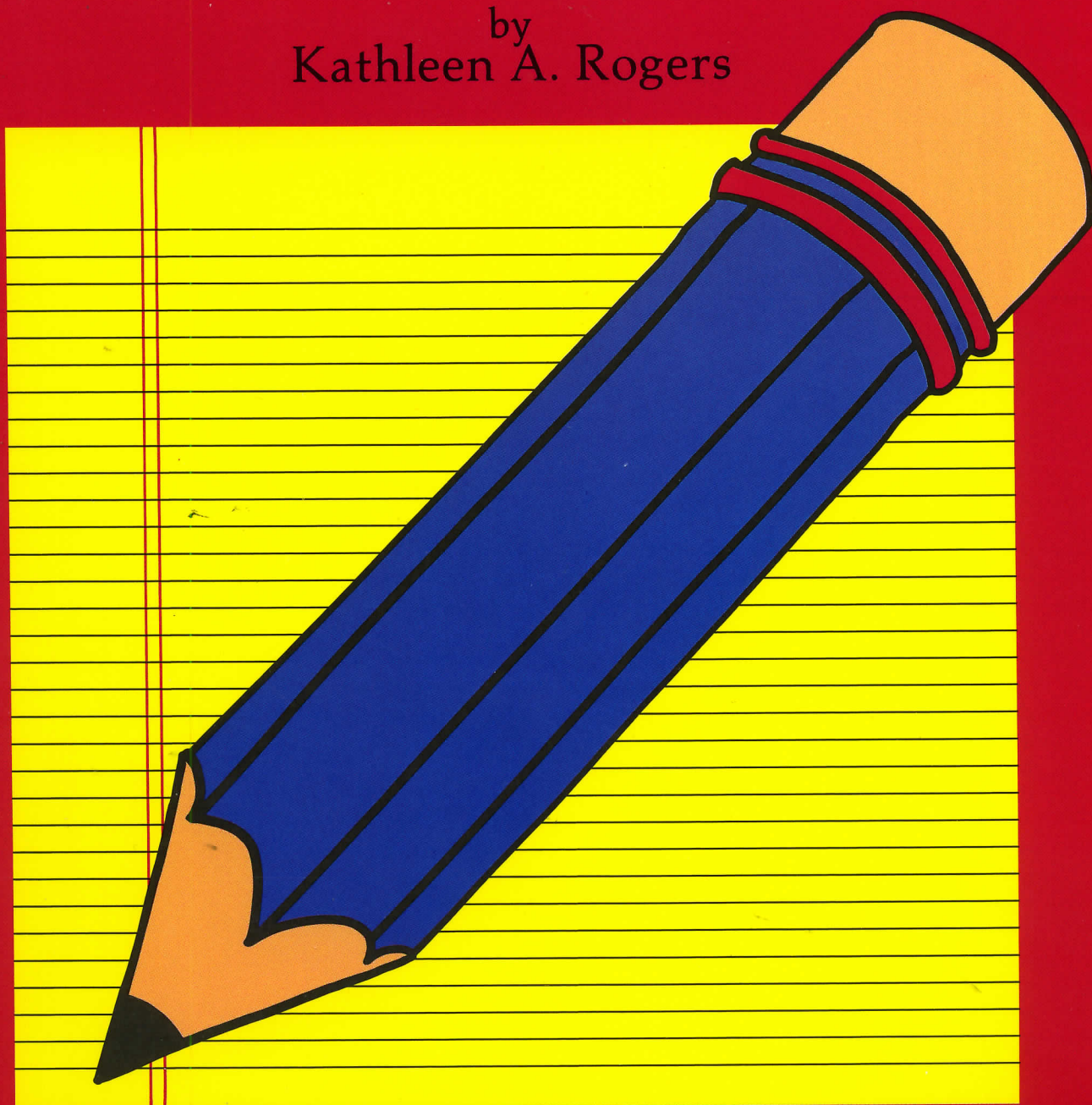
Fearon Teacher Aids

9/97
\$8

Writing to PERSUADE

REPRODUCIBLE LESSONS

by
Kathleen A. Rogers



Roy Thomas
9/97

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REPRODUCIBLE LESSONS

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Kathleen A. Rogers

Fearon Teacher Aids
Parsippany, New Jersey

Illustrator: Bradley Dutsch

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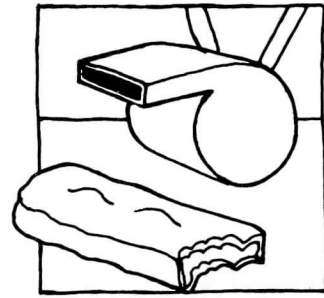
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Name _____



Substituting Strong Words I

Strong words and adjectives help create clear images (pictures) in the reader's mind. Rewrite each sentence below substituting a stronger, more vivid word for each underlined word.

Example: The three little kittens said, "We've lost our mittens."

The three little kittens whimpered, "We've lost our mittens."

1. The mother talked quietly.

2. The children talked together.

3. This is a good candy bar.

4. This is a good composition.

5. He ate the candy bar quickly.

6. He ate his food slowly.

7. The whistle blew.

8. The wind blew through the house.

9. The leaves fell from the trees.

10. The snow fell to the ground.

Name _____



Substituting Strong Words II

Rewrite each sentence below substituting a stronger, more vivid word for each underlined word.

1. The children said, "We see a ghost."

2. The worried father walked around the room.

3. The children walked to school.

4. The stars shone in the sky.

5. The boy cried.

6. It is a nice day.

7. Time moves slowly.

8. It is a hot day.

9. He laughed hard.

10. The man works hard.

Name _____



Writing Similes

A writer can create images by comparing two unrelated things. Such a comparison using “like” or “as” is called a **simile** (sĭm’ ə lĕ).

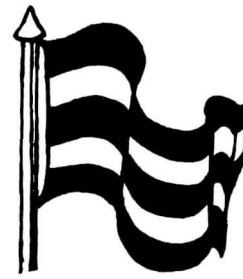
Example: She was frail, **like an antique clock**.

He is as hungry **as a bear**.

Directions: Complete each of the following sentences by adding a simile.

1. The comet was like a bright _____ shooting through the sky.
2. The lemon drop was as sour as _____
3. The volcano sat above the town like _____
4. Priscilla burst into the room like _____
5. The whistle shrilled through the town like _____
6. The box was as heavy as _____
7. The math problem is as complicated as _____
8. Manny drove the car like _____ through the city streets.
9. The book was as frightening as _____
10. Mindy’s voice was as soft as _____ when she spoke in front of the class.

Name _____



Writing Metaphors

A **metaphor** is like a simile. Metaphors create images by comparing two different objects. A metaphor is different from a simile because it does not use “like” or “as.”

Example: He was a **hungry bear**.
Her pillow was a **soft, fluffy cloud**.

Directions: Complete each of the following sentences by adding a metaphor.

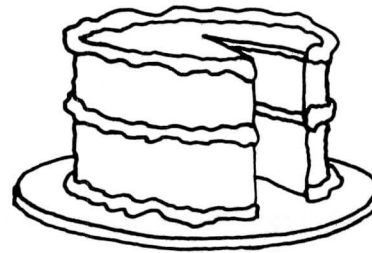
1. The hurricane was a _____ which destroyed the town.
2. The streetlight was a _____ in the dark night.
3. The fire, a _____, roared through the town.
4. The snake, a _____, lay motionless in the grass.
5. One lone flag, _____, remained on the battlefield.
6. Santa Claus's beard _____

7. The witch's broomstick _____

8. His hearty laugh _____

9. The thick grass, _____, cushioned the girl's feet.
10. One white sailboat remained _____

Name _____



Creating Sentence Images I

A vivid image often will help persuade people to support your cause. Sometimes such an image can be created by adding descriptive words. Follow the steps below and create a vivid sentence image that supports the writer's purpose.

Writer's Purpose: To find a home for a puppy and kitten.

Step 1: Think of words that describe the animals. Then use these words to write descriptive phrases. The first phrase has been done for you.

the home a caring, loving home

the puppy _____

the kitten _____

Step 2: Use the phrases above to write one or two sentences that create a persuasive sentence image.

Writer's Purpose: To make the reader hungry enough to go out and buy a chocolate cake.

Step 1: Think of descriptive word phrases and write them below.

the chocolate cake _____

the icing _____

Step 2: Use the phrases above to write one or two persuasive sentences.

Name _____



Creating Sentence Images II

Use vivid sentence images to persuade people to do the following:

1. Buy a new sports car: (Picture a man and woman looking at a red sports car.)

2. Take a trip in a hot air balloon: (Picture a passenger balloon lifting into the sky.)

3. Eat healthy food: (Picture a young girl eagerly eating a meal.)

4. Go on a hiking vacation: (Picture a hiker crossing a long, swinging rope bridge.)

5. Buy a life-size doll: (Picture a little girl feeding a large baby doll.)

Name _____



Writing Sentences to Persuade

People are sometimes persuaded by vivid, emotional images. (An image is a picture.) In writing, we create pictures with words. For each of the situations below, write a short statement of three or four sentences. Use vivid adjectives to create the image you want.

Situation 1: You find a puppy hiding under a newspaper in an alley. It is very thin and is trembling. Try to persuade your parents to let you keep the puppy.

Situation 2: You are a car salesperson who is talking with a very stylish young male customer. Try to sell him a new car.

Name _____



Writing an Image Poem

It is time for the annual Waffle Wheat Wafer Cereal contest. All contestants must write a four to eight line poem describing the taste of the cereal. Before entering the contest, think of all the words which describe the taste of your favorite cereal. Write these words in the spaces below. A dictionary or thesaurus might help you.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Write your poem below. Use some of your adjectives to describe the taste and delight of Waffle Wheat Wafer Cereal.

Name _____



Combining Images and Reasons

You have decided to enter the "Take a Family Vacation On Us" contest. To enter you must submit an eight-line poem which explains why your family should win this vacation. Winning poems must show good reasons for needing the vacation. Each reason should be supported by a vivid sentence image.

1. Think of one good reason your family needs the vacation.

2. Think of a vivid image that supports that reason.

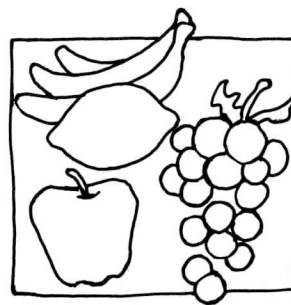
3. Think of a second good reason for the vacation.

4. Think of a vivid image that supports that reason.

5. List adjectives that would describe your family's mood on the vacation.

6. Write your poem below. Be sure to include your reasons and supporting images.

Name _____



Identifying Appeal

Advertisers select words that appeal to our emotions or to our minds. Ads with emotional words and phrases are written to attract your feelings. Ads that emphasize the product's quality are written to appeal to your mind. These words often provide the reader with facts and proof.

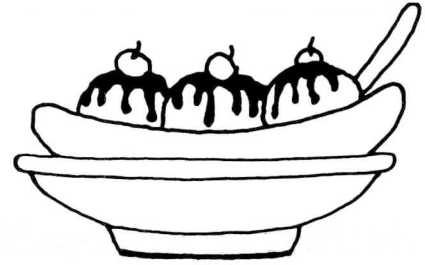
Examples: The phrase, *natural vitamin C*, appeals to your mind. People want to eat food that will make them healthy.

The phrase, *refreshing taste*, appeals to your emotions because people want to enjoy the food they eat.

Step 1: Read each phrase below. Write its primary appeal (emotions or the mind) in the blank space. The first one has been done for you.

- | emotions | |
|----------|---|
| _____ | 1. old fashioned pleasure |
| _____ | 2. extraordinary lemony flavor |
| _____ | 3. made from real fruit |
| _____ | 4. fifty percent more nutritional value |
| _____ | 5. more dentists recommend |
| _____ | 6. a sleek, shiny surface |
| _____ | 7. tested by scientists |
| _____ | 8. will refund your money |
| _____ | 9. discriminating people use it |
| _____ | 10. no artificial ingredients |
| _____ | 11. join the crowd |
| _____ | 12. guaranteed to last one year |
| _____ | 13. be the envy of your friends |
| _____ | 14. be in the know |
| _____ | 15. fast service |

Name _____



Finding Persuasive Words in Ads

Here are two ads for Banana Split Cereal. One appeals to your emotions; the other appeals to your mind. (1) Read each ad. (2) Decide whether it appeals more to your emotions or to your mind, and write your choice in the blank provided. (3) Underline the words that stress that appeal.

Banana Split Cereal

Banana Split Cereal is a new cereal that is different from all the rest! Scientists and nutritionists have worked as a team to produce a cereal with the taste of fresh fruit and ice cream. It is made from natural fibers and pure fruit flavors. There are no artificial ingredients. To prove how sure we are that you will enjoy this cereal, we offer a money-back guarantee. Just send us the box top with the reason you did not like Banana Split Cereal, and we'll refund the price.

Buy Banana Split Cereal Today!

Ad #1: It appeals to _____

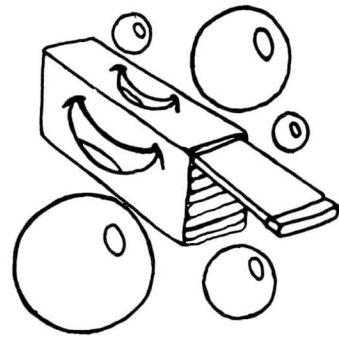
Banana Split Cereal

Banana Split Cereal is a new cereal that is different from all the rest! Have fun at your breakfast table! Buy Banana Split Cereal. Enjoy the taste of fresh-grown strawberries, crisp pineapples, and tropical bananas in every bite. You'll love sinking your teeth into the soft gummy wafers. Be the first on your block to experience the goodness of Banana Split Cereal. Be the leader of your group.

Buy Banana Split Cereal Today!

Ad #2: It appeals to _____

Name _____



Writing an Ad for Giggle Gum

If you were asked to write an ad for Giggle Gum, would you want to write one that appealed to the emotions or to the mind? _____

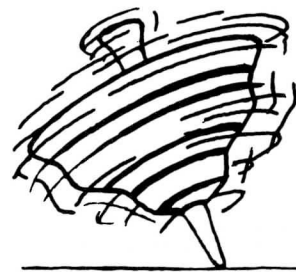
Which words would you use to stress that appeal? (You may select some words from the exercise on the previous page.)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

In the space below write your own ad for Giggle Gum. Use the words listed above in your ad. You may want to include a picture in your advertisement.

GIGGLE GUM

Name _____



Creating a Toy Ad

Create an ad for your favorite toy. (It may be either one you own now or one you had when you were younger.)

Step 1: Describe your toy.

- What is the name of the toy? _____
- What kind of toy is it? _____
- What qualities do you like about the toy? _____

- How does it make you feel when you play with it? _____

- What would other children like about the toy? _____

- Think of vivid adjectives to describe your toy (examples: cuddly, indestructible).

Step 2: Plan the ad.

- What advertisement appeal will you use? _____ emotional _____ mind
- Reread your words in Step 1. Circle any words which could be used in that appeal.
- Who will your audience be?
_____ parent If so, why should he or she buy the toy for a child? _____
_____ child If so, what age? _____
- What other ideas and phrases do you want to include in your ad? _____

Step 3: On a separate piece of paper, design the ad for your toy.

Name _____



Writing an Announcement

You are in charge of publicity for your new school store. The profits will be used to buy library books for the school. Plan and write an announcement to be given over your school's public address system.

Step 1: Plan the announcement.

1. List five items you will sell at the store and describe each with vivid, descriptive adjectives.
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
2. Why should students support the school store? _____

3. Where is the school store? _____
4. When will it be open? _____

Step 2: Write your announcement below. Make your announcement so persuasive that students will want to buy supplies at the school store.

Name _____



Writing a Speech

You are an advance scout for Martian space travelers who intend to land on Earth and set up a colony. You have been sent to prepare the way for your fellow Martians.

Your specific job is to design an advertisement campaign that will persuade the people on Earth to accept your green skin. To begin your campaign you would like to write a short speech that can be published in the advertisement sections of newspapers.

Step 1: Think before you write!

- a. What pleasant and good things on Earth are green?

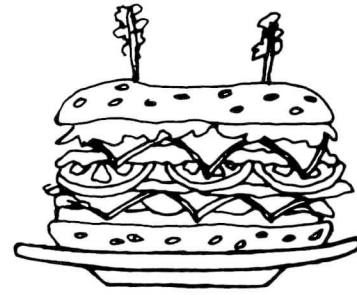
- b. What could be an advantage to having green skin? _____

- c. How could green skin benefit the people on Earth? _____

- d. What slogan would be catchy and remembered? _____

Step 2: Write your speech below. Be sure to use complete sentences. You want the people on Earth to know you are an intelligent life-form.

Name _____



Planning a Sandwich

Imagine yourself as a rich, famous business person who has made a fortune selling your own brand of sandwiches. To celebrate your tenth year in business, you want to create the sandwich of all sandwiches!

1. What will you call it? _____
2. What will make your sandwich different from all the others? _____

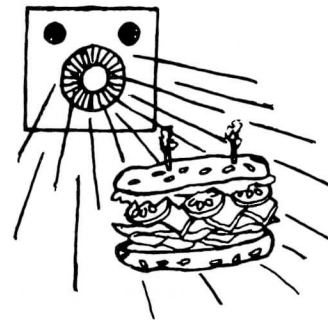
3. What group or groups of people will want to buy your sandwich? _____

4. List the ingredients in the sandwich. Add adjectives where you can.

5. Describe how to make it. Use complete sentences.

6. Draw it!

Name _____



Writing a Radio Commercial

Now that you have created your new sandwich, you want to advertise it on radio. In order to write a good commercial, you must remember that the radio audience cannot see your sandwich. Therefore, you must think of images that will help sell it.

Step 1: Create a sentence image for each of the following:

The sandwich's taste _____

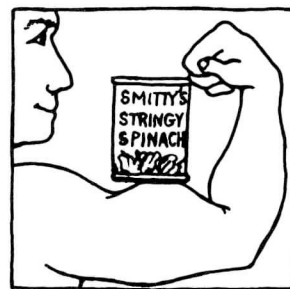
The sandwich's smell _____

The sandwich's appearance _____

The sound when you bite into it _____

Step 2: Use some of the sentence images from above, and your ideas and notes from the previous page. Write a radio script to sell your sandwich.

Name _____



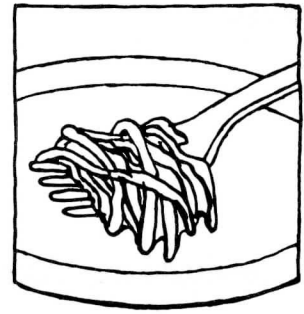
Analyzing Different Audiences

When writing commercials or advertisements, you should always think of the age of the audience who will see them. Each age group has different interests, needs, and concerns.

Your advertising firm has been asked to write three commercials for Smitty's Stringy Spinach. Before writing the commercials, analyze your audiences by completing the survey chart below.

	3-4 year olds	8-9 year olds	20-30 year old adults
Favorite heroes			
Favorite television programs			
Favorite hobbies or games			
Words to attract their attention			
When selecting a food, which two would be important to each? taste looks nutrition ways to cook it who else eats it price			

Name _____



Writing Commercials for Different Audiences

Write three different radio commercials to sell Smitty's Stringy Spinach. Use your survey chart on page 18 and direct each commercial to the age groups below.

3-4 years old

8-9 years old

20-30 year old adults

Just for Fun: On a separate piece of paper, draw three labels for Smitty's Stringy Spinach. Each label should appeal to a particular age group.

Name _____



Designing Posters for Different Audiences I

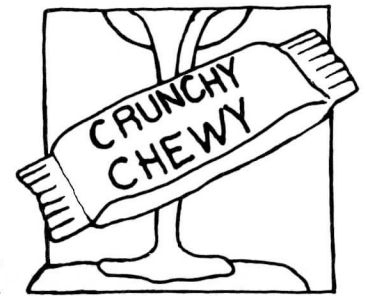
It is always important to think about the age of the audience you want to persuade. The same ideas and arguments may not appeal to all age groups. What would appeal to children might be very different from what would appeal to adults. For example, let's say you were asked to make two anti-smoking posters, one for teen-age students and the other for 30-40 year old adults.

Step 1: Make notes on how these two groups are different. Begin by answering the following questions.

	Teen-age students	30-40 year old adults
Why do they smoke?		
Why shouldn't they smoke?		
What activities do they enjoy that could be affected by their smoking?		
Whose opinion would they listen to? (Ex.: stars, doctors, scientists, peers)		
What argument would appeal to them most?		
What picture on a poster would attract them?		

Step 2: On a separate piece of paper, design a poster for either audience. Include ideas from your answers to the above questions.

Name _____

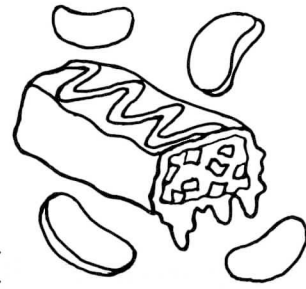


Designing Posters for Different Audiences II

You have been elected to design two posters to advertise Crunchy Chewy Candy Bars. One poster should attract 10–12 year old students and the other should appeal to senior citizens. Before designing your posters, plan your campaign carefully. Think through your ideas by completing the chart below.

	10–12 year olds	Senior Citizens
When eating a candy bar, what would each be most interested in?		
Which appeal (emotion or intellect) would be best to use?		
What words or phrases would create that appeal?		
What would be a good slogan for each?		
What colors would appeal to each?		
What type of picture would appeal to each?		

Name _____



Designing Posters for Different Audiences III

In the spaces below, design two posters for selling Crunchy Chewy Candy Bars. Design one poster for 10–12 year olds and the other for senior citizens. Use the planning chart you filled in on page 21 to organize and select your best ideas. Include both words and pictures in your poster.

10–12 year olds

Senior Citizens



Identifying Reasons

When writing persuasive paragraphs, it is important to have reasons to support your opinions. Reasons tell why the reader should agree with you. Read the following example. Circle the author's opinion, and underline the reason.

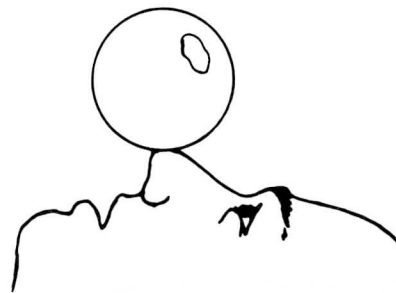
Example: Our school is the best school in town. The teachers are always helpful.

In the above example, you should have circled: **Our school is the best school in town.** That is the writer's opinion. The reason for that opinion is the second sentence: **The teachers are always helpful.**

Directions: Underline the reason(s) in each of the following sentence groups.

1. People should visit my state. It has many historic buildings.
2. Many serious accidents occur to small children alone at home. Small children should not be left alone in the home.
3. You must read *Women of the Wild West*. This new book by Debbie Dillinger carefully traces the role of women during the colorful frontier days.
4. Aunt Jenny's muffins are crisp on top and soft and tasty inside. She makes the best jam muffins in America.
5. Many teenagers have poor handwriting. Not enough time is spent on handwriting lessons in the elementary school.
6. Most children in our school do not eat cooked vegetables. Therefore the school cafeteria serves only raw carrots and celery sticks.
7. Teddy is soft and cuddly. He is the perfect pal for any child. Every toddler needs a Tender Teddy of his or her own.
8. The Midville County Fair promises a fun-filled time for everyone. There are amusement rides, farm exhibits, and food tasting contests.
9. The Red Rooster is the sharpest car on the road. Its sleek look and smooth ride make it the car you must own.
10. David should be class president. He is an honest, intelligent, and enthusiastic worker.

Name _____



Writing Reasons

When writing persuasive paragraphs, it is important to have reasons to support your opinions. Write a reason to support each of the following opinions.

1. Sisters and brothers always argue with each other. _____

2. Everyone should like spinach better than hamburgers. _____

3. Florida has nicer weather than Maine. _____

4. Dogs make better pets than cats. _____

5. Skiing takes more skill than swimming. _____

6. Watching too much television causes low grades in school. _____

7. Balancing a ball on your nose is easier than balancing it on your toe. _____

Name _____



Supporting Opinions

A good persuasive argument will be supported by reasons. The reasons should offer solid evidence to support your position.

Step 1: Support each opinion below with three good reasons. Write each reason in a complete sentence.

Opinion 1: Bike riders should wear helmets. *Reasons:*

- a. _____
- b. _____
- c. _____

Opinion 2: The school year should be longer. *Reasons:*

- a. _____
- b. _____
- c. _____

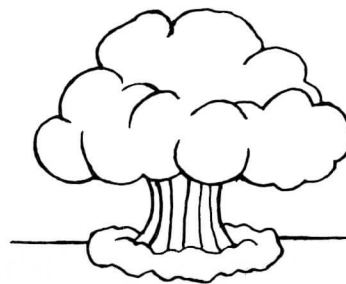
Opinion 3: _____ is the best television show. *Reasons:*
(Fill in your favorite show.)

- a. _____
- b. _____
- c. _____

Opinion 4: _____ is my hardest subject in school. *Reasons:*
(Fill in your choice.)

- a. _____
- b. _____
- c. _____

Name _____



Supporting Your Own Opinion

On the following lines write an opinion that you feel strongly about. Your opinion could be about changes you would like made at home or in school. Your opinion could be about something that is happening in your town or the world.

I think _____

Write three reasons to support your opinion.

a. _____

b. _____

c. _____

Using the ideas above, write a short paragraph persuading others to support your opinion. Be sure to end your paragraph with a final persuasive sentence.

Name _____



Convincing a Friend

Zeena loves chocolate-covered marshmallows. She eats them for breakfast, for snacks and dessert. Whenever friends say it is not good to eat so many, Zeena just laughs and keeps eating. She says the chocolate gives her energy, and she loves to sink her teeth into the sticky marshmallows. They also are a cheap treat!

Write a paragraph that will convince Zeena that too many chocolate-covered marshmallows could be bad for her. Include at least three good reasons in your paragraph.

Name _____



Creative Reasoning

Ana Olivare's family had just moved to the country. Their new home had many large beautiful rooms, and there was a huge yard and acres of woods behind their house. There was only one problem. Ana was lonely. Her nearest playmate lived three miles away.

Ana's parents knew that she was unhappy. One day her mother said, "Ana, your father and I know you are lonely so we have decided that you can have any pet you want. There is only one restriction. Your pet must be useful."

Ana was thrilled. She knew just what pet she wanted. All her life she had wanted a giraffe. Ana sat down under a tree and thought very hard. She knew that if she could prove that a giraffe could be a useful pet her parents would keep their promise.

Step 1: Help Ana think of ways a giraffe could be useful. List three or more reasons below.

- a. _____
- b. _____
- c. _____
- _____

Step 2: Write a paragraph for Ana persuading her parents that a giraffe would be a useful pet.

Name _____



Designing a Flier

You would like to earn some money this summer as a mother's helper or errand runner. You decide that a good way to let people know that you are available is to make a flier and pass it around the neighborhood. Before designing your flier, think carefully.

1. How old are you? _____
2. What jobs do you want to do? _____

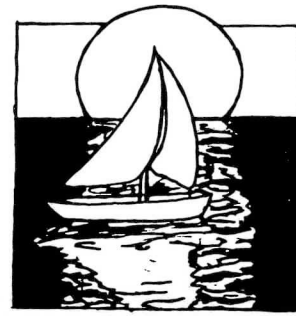
3. What are your qualifications for these jobs? _____

4. List at least four good adjectives that describe the kind of person you are.

5. List two reasons people should hire you.
 - a. _____
 - b. _____
6. Can you think of a good slogan for your business?

7. Sketch your flier in the space below. Then write and draw your finished product on a separate piece of paper.

Name _____



Planning a Tourist Brochure

Your state is starting a campaign to attract tourists. As part of the promotion, school children have been asked to design brochures that would help persuade people to visit their state. You have been chosen to write a brochure.

Before writing, think about what your state has to offer to tourists. Describe each attraction with vivid adjectives (descriptive words).

1. What is the weather like? _____

2. What are the major cities? _____

Why would someone want to visit them? _____

3. What special tourist attractions are in your state?

4. What outdoor activities are available?

5. What museums, art galleries, and cultural events exist?

6. Write a state slogan to include in your brochure.

Highlight the weather, cities and their attractions.

[illegible]

fold

Name _____



Thinking About Holidays

The governor of your state has decided that there are too many holidays. Because he cannot decide which one to eliminate, he is sponsoring a contest to allow the school children to help him decide.

Before you decide which holiday to recommend, you should think about the holidays and their meanings. Fill in the blanks below.

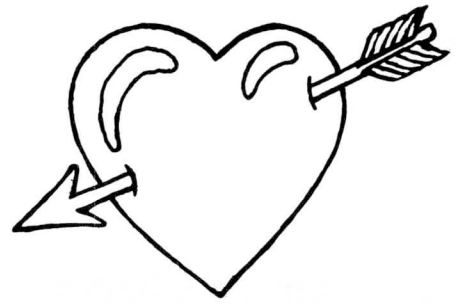
1. Why do we celebrate holidays? _____

2. Which holidays are most important to you? _____

3. Why are these holidays important to you? _____

4. Which holidays could be eliminated? Why? _____

Name _____



Eliminating a School Holiday

Reread your thoughts about holidays from the previous page. Select one holiday that could be eliminated from the school calendar. Write three reasons for your choice.

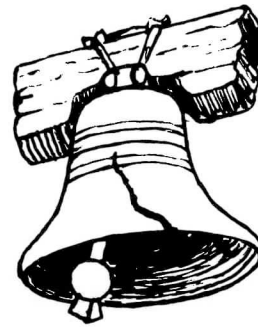
1. _____
2. _____
3. _____

Now write a well-developed paragraph supporting your choice. When writing your paragraph, follow these three steps:

1. Begin with your thoughts about what makes a holiday important.
2. State which school holiday should be eliminated and support your choice with reasons.
3. End your paragraph with a final sentence urging that the holiday you have chosen be removed from the school's list of holidays.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.

Name _____



Requesting a Chaperone

Your school is planning a field trip to a famous historical site near your town. To make the trip your class needs four chaperones. Since your uncle likes history and likes to travel, you think he might enjoy being one of the chaperones.

Write a friendly letter to your uncle asking him if he would be willing to be a chaperone on the field trip. Before writing your letter, think about what you can say that would persuade him to go on the trip. Also decide what other information he should know about the trip.

Step 1: Planning your letter.

List three reasons that your uncle would enjoy the trip.

- a. _____
- b. _____
- c. _____

List the important details he will need to know about the trip.

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

Step 2: Write a draft of your letter in the space below. Then rewrite your letter on a separate sheet of paper.

Name _____



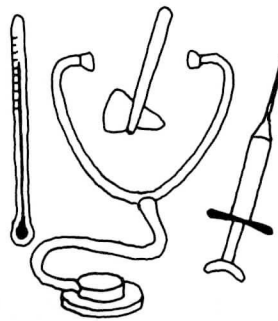
Writing a Request

Your school is sponsoring a career day. You have been given the task of finding someone to come to your school to give a speech about his or her career. Think of a person in your town who has a job that would be of interest to students at your school. Write a letter to this person asking him or her to give a speech on your school's career day. Before writing your letter, gather these facts:

1. Whom will you write to? _____
2. What is his or her work or home address? _____

3. What is this person's job or occupation? _____
4. Why do you think your classmates would want to know more about this career?
 - a. _____
 - b. _____
 - c. _____
5. What information about his/her job should be included in the speech?
 - a. _____
 - b. _____
 - c. _____
6. Write a draft of your letter below. In the opening paragraph be sure to include the important details of career day. Be sure that your letter ends persuasively.

Name _____



Writing a Thank-You Letter

Your school's career day was a huge success. Your guest came and presented many interesting career facts. In addition, your guest offered to take your class on a tour of his or her place of work. On the lines below, write a thank-you letter to your guest. In your letter give at least three reasons you think everyone enjoyed the speech.

[illegible]

Name _____



Defending a Television Show

A network television station is planning to drop your favorite TV program. Because you think the program is so good, you decide to write a letter to the television network persuading it to keep your favorite program on the air.

Step 1: Before writing your letter, think through your argument carefully by answering the questions below.

1. What is the name of your favorite TV show? _____
2. Why is it your favorite show? _____

3. What are three reasons for not cancelling this show? Write an example to support each reason.
 - a. _____

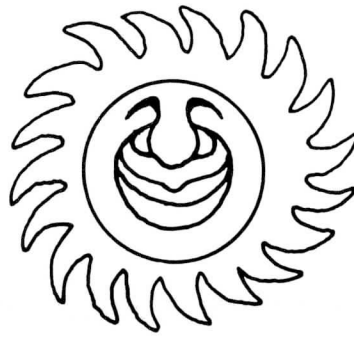
 - b. _____

 - c. _____

4. Put a check mark next to the most important reason in number 3. Do you want to begin or end your letter with that reason? _____
5. What would be a good concluding sentence? _____

Step 2: On a separate piece of paper, write a business letter to the network asking that your favorite television show not be cancelled. Use the arguments you developed in Step 1.

Name _____



Developing a Television Show

The local cable television station is looking for new fifteen-minute programs to put on the air. The station wants programs that will appeal to elementary school students in your town. Propose a program you think the station would accept.

1. What kind of show do you think would appeal to elementary school children?

2. What would you call it? _____

3. Who would be the stars of the program? _____

4. What would the show be about? Briefly outline the contents.

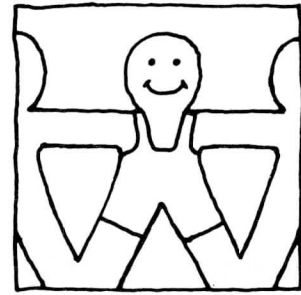
5. What are two good reasons the show is needed in your community? Support your reasons with facts or strong opinions.

a. _____

b. _____

6. On a separate piece of paper, write a letter to the local cable TV station proposing your television program. Use your answers to the above questions to write the letter. Be persuasive!

Name _____



Applying for a Job

The local day-care agency, "Tots and Toddlers," at 103 Flower Lane, is looking for students to work with preschool children after school. On a separate piece of paper, write a business letter to the day-care agency telling about your interest in the position. Before writing, organize your thoughts below.

1. In your first sentence, state your name and age and tell the owner that you would like this job. _____

2. Explain why you would like to work with children. _____

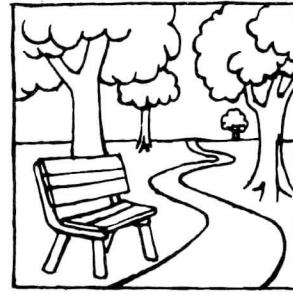
3. Give at least two different examples of activities you have done with children.

4. Give the name and telephone number of one person the owner could call as a reference. (A reference is a person who will tell the owner about your good qualities and capabilities. It could be a neighbor, a teacher, or an adult friend.)

5. Write a draft of your letter below:

Dear Ms. Avila:

Name _____



Writing to a Mayor

In your town there is a lovely park where children play and people come to chat. In the summer there are concerts, and in the winter children and adults skate on the pond. A large developer is trying to buy this land to put apartment buildings on it.

Before writing your letter, fill in the blanks below to help you organize your persuasive arguments.

1. Write an opening sentence that asks the mayor not to sell the land.

2. List three reasons you want the park to remain as it is.

- a. _____

- b. _____

- c. _____

3. Reread the reasons you have just listed and add any details that will support your reasons or explain them better.
4. Write two or three sentences about a favorite memory you have about the park. Be sure to create a vivid image for the mayor.

5. In your final two sentences, again urge the mayor not to sell the land and restate the effects the sale will have.

6. On a separate piece of paper, write a letter to your mayor urging that the town's land not be sold.

Name _____



Writing to a World Leader

All schoolchildren have been asked to write a letter to a world leader urging that leader to help bring peace to the world. Before writing your letter, think through your ideas about peace by filling in the blanks below.

1. Which world leader will you write to? _____
2. Of what country is he or she the leader? _____
3. Describe two images (picture sentences) that make you think of peace.

4. Write down three reasons you believe there should be peace.
 - a. _____

 - b. _____

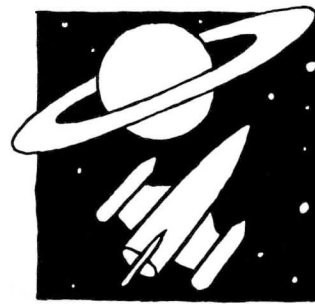
 - c. _____

5. What improvements could occur in a world that never had to be afraid of war?

6. Think of a final sentence that would persuade the leader to work for peace.

7. Now you are ready to write your letter on a separate piece of paper. Your letter should include the ideas you have written on this page.

Name _____



Sharing a Book

You have just read a fantastic book and would like to share it with a friend. Complete each blank in your own words.

1. Give the title and author of the book. _____

2. Mention the names of one or two of the characters you really liked and tell why you liked them. _____

3. Describe the setting of the book — where and when the events took place.

4. State the major problem or conflict in the book. _____

5. List three reasons you think this is a great book. Be sure to give an example for each reason.
 - a. _____

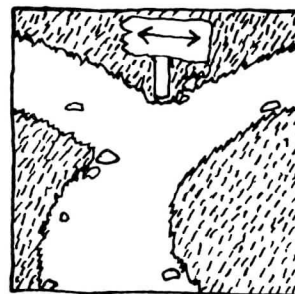
 - b. _____

 - c. _____

6. Write a final persuasive sentence urging your friend to read the book.

7. On a separate piece of paper, write a letter to your friend urging him or her to read the book.

Name _____



Thinking About a Character's Problem

Think of a book you have read in which a character made a decision that you disagreed with. Now pretend that you are best friends with this character and would like to persuade him or her to make another choice. Think of how you might best persuade the character to make a different decision. Then fill in the blanks below.

What is the title of the book? _____

Who is the author of the book? _____

What is the character's name? _____

What is the character's decision? _____

List two reasons you disagree with the character's decision.

1. _____

2. _____

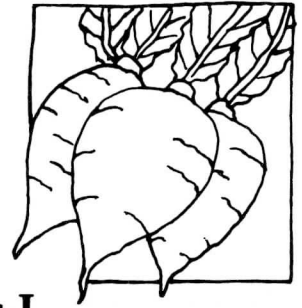
What choice would you have recommended? _____

List two reasons that your choice would have been better.

1. _____

2. _____

Write a final persuasive statement that would convince the character to make a different choice.



Identifying Reasons and Supporting Examples I

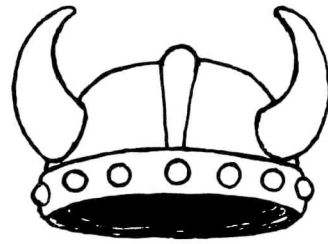
When persuading, the writer should provide the reader with reasons. Reasons help persuade the reader to the writer's opinion. The writer can make these reasons more convincing by supporting them with examples or facts.

Directions: Read the sentence groups below. Each sentence group has an opinion, a persuading reason, and an example to support the reason. Draw one line under the persuading reason, and draw a box around the supporting example.

Example: If you want to be a weight lifter, you should drink three glasses of milk each day. Milk is a major source of calcium which is needed for strong bones.
Alfonso Lewis, a world champion weight lifter, drinks three glasses of milk every day.

1. People should not litter. It costs taxpayers thousands of dollars each week to clean up the litter. Our town spends two thousand dollars a week to keep our streets clean.
2. Japanese children go to school six days a week. American school children should also go to school six days a week. This would give students more time to master all the lessons they must learn.
3. Because our school population is growing, our school needs more lockers. This year sixteen students have to share lockers.
4. Everybody should have a garden. Fresh grown food tastes better. My family will eat beets only if they are picked fresh from the garden.
5. Everyone should collect stamps. It is a quiet and profitable hobby. A stamp my uncle bought ten years ago for twenty cents just sold for thirty dollars.

Name _____



Identifying Reasons and Supporting Examples II

When writing persuasive paragraphs, the writer should provide the reader with reasons. Reasons tell why the reader should support the writer's opinion. The writer makes reasons more convincing by supporting them with good examples or facts.

Read the paragraph below and find three reasons the writer feels school is a good place to be. Then find the examples or facts that support the writer's reasons. Write the reasons and examples on the lines at the bottom of the page.

Although many students complain about going to school, I think school is a good place to be. I enjoy learning new facts and ideas. Just last week my teacher explained to us that people now believe Christopher Columbus was not the first person to discover America. In some of the New England states and Canada, archeologists have found remnants of Viking ships and weapons. Historians now say that the Vikings probably explored the seacoast of America many years before Columbus did. School also can be a caring place. When I was out of school with a broken leg, my classmates made me a gigantic get well card. When I returned to school, my teacher spent her lunch hour teaching me the new work I had missed. I especially like school because my friends are there. I get to play and talk with them every day during recess and lunch. I think my days would be very boring without school.

Reason #1: _____

Examples: _____

Reason #2: _____

Examples: _____

Reason #3: _____

Examples: _____

Name _____



Writing Examples I

The paragraph on page 46 listed three reasons and supporting examples to prove that school is a good place to be.

Step 1: Think of different examples the writer could have used to support the reasons given. Write your own examples for each reason in the space below.

Reason #1: **Learn new facts and ideas.**

Examples: _____

Reason #2: **People care about you.**

Examples: _____

Reason #3: **Friends are there.**

Examples: _____

Step 2: Write your own paragraph telling why school is a good place to be. Use the reasons and examples in Step 1.

Name _____



Writing Examples II

Below are four reasons students should not smoke. Think of details to support each reason. These details could include an example or an anecdote. Write your details in the space below each reason. Be sure to write in complete sentences.

1. Smoking is bad for their health.

2. Smoking sets a bad example for younger children.

3. Smoking costs a great deal of money.

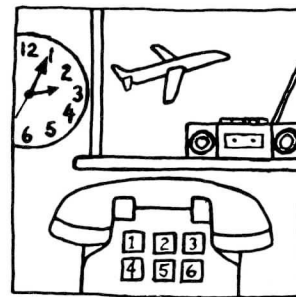
4. Smoking is habit forming.

The Parent-Teachers' Organization in your school is sponsoring a "No Smoking" campaign. All the students in grades 4, 5, and 6 will be asked to sign a pledge that they will not start smoking. Before the signing of pledges, there will be an essay contest. The topic is "Why Students Should Not Start Smoking." The winner will receive ten free passes to the local movie theater.

Join the contest. Include in your paragraph at least three good reasons not to smoke. Be sure to support each reason with good examples or facts. You may use the reasons and details from the previous page, if you wish.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper appears to be a standard notebook page.

Name _____



Banning an Invention

Read the persuasive paragraph that follows. Then answer the questions.

The world is becoming too cluttered with inventions and gadgets. There are cars crowding the highways, and there are too many airplanes in the sky. There are clocks, telephones, and radios in nearly every room. Think also of the paper clips and rubber bands that are everywhere you look! There is no doubt that some of our inventions need to be banned from the Earth. Only then will we have room for new ones!

1. What gadget or invention would you ban? (You may select one mentioned above, or you may think of a different one.)

2. Why would you ban this? _____

3. Give two reasons the world would be improved without the invention you would ban. Be specific.

a. _____

b. _____

4. Write at least one example or detail to support each reason.

a. _____

b. _____

5. Write a paragraph persuading world leaders to ban the invention you selected.

Name _____



Planning a Persuasive Paragraph

Your town's Chamber of Commerce is sponsoring a summer student exchange program. One lucky student in your class will be sent to live with a family in England for the entire summer.

Step 1: Think of some qualities you possess that would make you an ideal candidate (for example, adventurous, like to travel, adjust easily, polite, etc.). List your qualities below, then think of an example from your life that shows this quality.

Quality: _____

Example: _____

Quality: _____

Example: _____

Quality: _____

Example: _____

Quality: _____

Example: _____

Step 2: Why would you like to be in the student exchange program? Think of three good reasons. Support your reasons with details and examples where possible.

a. _____

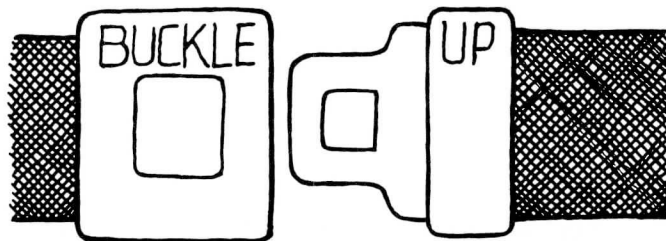
b. _____

c. _____



This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

Name _____



Understanding Both Sides

If you can understand the reasons behind other people's opinions, it may be easier to change their minds. Here are several familiar opinions. For each opinion, write two reasons that support it and two reasons that are against it.

Opinion 1: **People should not be fined for littering.**

Reasons for: 1. _____
2. _____

Reasons against: 1. _____
2. _____

Opinion 2: **People should wear seat belts while riding in cars.**

Reasons for: 1. _____
2. _____

Reasons against: 1. _____
2. _____

Opinion 3: **There should be no billboards or advertisements along the highway.**

Reasons for: 1. _____
2. _____

Reasons against: 1. _____
2. _____

Opinion 4: **The school day should be one hour longer.**

Reasons for: 1. _____
2. _____

Reasons against: 1. _____
2. _____

Name



Supporting an Opinion with Reasons and Examples

1. Select one of the opinions from the previous page and write it on the lines below.

2. Do you agree or disagree with this opinion? _____
3. Write three reasons that support your position. (You may use two of the reasons you gave on the previous page.)
 - a. _____
 - b. _____
 - c. _____
4. In the space below, write a paragraph explaining your opinion. Support your reasons with good examples or facts.

Writing to Persuade copyright © 1987

Name _____



Writing from Both Sides

The students at Jefferson Elementary School would like the school to install a soda machine in the cafeteria. They plan to present their idea to the principal tomorrow. Help them prepare their argument.

Step 1: Write two good reasons the students should have a soda machine in the cafeteria.

a. _____

b. _____

Step 2: Write a short paragraph below persuading the principal to install the machine.

Step 3: After reading your argument, the principal still said no. Write two good reasons to support this decision.

a. _____

b. _____

Step 4: Write a short speech that the principal might give to the students. Use the reasons you gave in Step 3.

Name _____

REPORT CARD	
ENGLISH	<input checked="" type="checkbox"/> A
MATHEMATICS	<input checked="" type="checkbox"/> A
HISTORY	<input checked="" type="checkbox"/> A
GEOGRAPHY	<input checked="" type="checkbox"/> A
MUSIC	<input checked="" type="checkbox"/> B+
PHYSICAL ED.	<input checked="" type="checkbox"/> A

Planning an Argument

It is report-card time again. You decide to write a paragraph urging the school to do away with report cards. Before writing, think through your argument carefully by filling in the blanks below. Write in complete sentences.

Step 1: Write a beginning sentence to state your position about report cards.

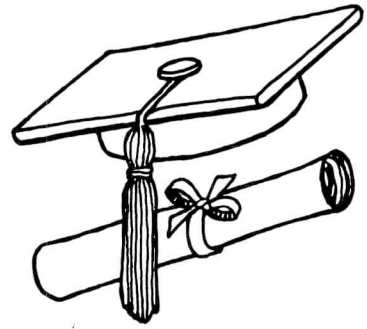
Step 2: Think of two good reasons for not using report cards. Give an example to support each reason.

- a. _____
- _____
- _____
- _____
- b. _____
- _____
- _____
- _____

Step 3: Write a final persuasive statement against the use of report cards.

Step 4: On a separate piece of paper, write a paragraph to persuade your school to stop using report cards. Use your work on this planning sheet to help prepare your paragraph.

Name _____



Considering Another's Point of View

Sometimes it is easier to persuade people if you understand the reasons for their opinions. Think of the school system's reasons for having report cards.

Step 1: List several reasons a school system might want report cards. Then put a check mark next to the **two** reasons you think are the most important.

Step 2: Reread the two reasons you chose. Think of an example to support each reason. Write the reasons and examples below.

Reason #1: _____

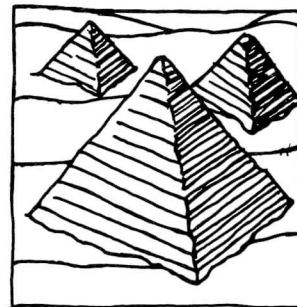
Example: _____

Reason #2: _____

Example: _____

Step 3: Write a paragraph that gives two good reasons for using report cards. Support your reasons with examples.

Name _____



Thinking About Choices in Social Studies I

Think of a time, other than now, during which you would have liked to live. Would it have been during the Stone Age or the Middle Ages? Would you rather have lived in ancient Egypt, Greece, or Rome? Perhaps you would rather have lived during the American Revolution or some other important time in our country's history.

1. When would you have liked to live? _____
2. For what reason did you choose this era? _____

3. Give an example to support your reason. _____

4. Complete the chart to summarize the details about life during the time period of your choice.

Topics	Descriptions with specific details and examples
clothing	
inventions	
major events	
important people	

ANSWER KEY

Unit 1: Developing Sentence Images

P. 1-9, Answers will vary.

Unit 2: Writing Advertisements

P. 10, Identifying Appeal

- | | | |
|-------------|-------------|--------------|
| 1. emotions | 6. emotions | 11. emotions |
| 2. emotions | 7. mind | 12. mind |
| 3. mind | 8. mind | 13. emotions |
| 4. mind | 9. emotions | 14. emotions |
| 5. mind | 10. mind | 15. mind |

P. 11, Finding Persuasive Words in Ads

Banana Split Cereal is a new cereal that is different from all the rest! Scientists and nutritionists have worked as a team to produce a cereal with the taste of fresh fruit and ice cream. It is made from natural fibers and pure fruit flavors. There are no artificial ingredients. To prove how sure we are that you will enjoy this cereal, we offer a money-back guarantee. Just send us the box top with the reason you did not like Banana Split Cereal, and we'll refund the price.

Buy Banana Split Cereal Today!

Ad #1: It appeals to the mind.

Banana Split Cereal is a new cereal that is different from all the rest! Have fun at your breakfast table! Buy Banana Split Cereal. Enjoy the taste of fresh-grown strawberries, crisp pine-apples, and tropical bananas in every bite. You'll love sinking your teeth into the soft gummy wafers. Be the first on your block to experience the goodness of Banana Split Cereal. Be the leader of your group.

Buy Banana Split Cereal Today!

Ad #2: It appeals to the emotions.

P. 12-22, Answers will vary.

Unit 3: Persuading with Reasons

P. 23, Identifying Reasons

The underlined reasons should be:

1. It has many historic buildings.
2. Many serious accidents occur . . . alone at home.
3. This new book . . . during colonial frontier days.
4. Aunt Jenny's muffins are crisp . . . tasty inside.
5. Not enough time is spent . . . in the elementary school.
6. Most children in our school do not . . . cooked vegetables.

7. Teddy is soft and cuddly. He is the perfect pal. . .

8. There are amusement rides . . . food tasting contests.

9. Its sleek look and smooth ride . . . must own.

10. He is an honest, intelligent and enthusiastic worker.

P. 24-33, Answers will vary.

Unit 4: Writing Letters

P. 34-44, Answers will vary.

Unit 5: Supporting Reasons

P. 45, Identifying Reasons and Supporting Examples I

1. People should not litter. It costs taxpayers thousands of dollars each week to clean up the litter. Our town spends two thousand dollars a week to keep our streets clean.
2. Japanese children go to school six days a week. American school children should also go to school six days a week. This would give students more time to master all the lessons they must learn.
3. Because our school population is growing, our school needs more lockers. This year sixteen students have to share lockers.
4. Everybody should have a garden. Fresh grown food tastes better. My family will eat beets only if they are picked fresh from the garden.
5. Everyone should collect stamps. It is a quiet and profitable hobby. A stamp my uncle bought ten years ago for twenty cents just sold for thirty dollars.

P. 46, Identifying Reasons and Supporting Examples II

Reasons:

1. Learn new facts and ideas.
2. People care about you.
3. Friends are there.

Examples:

1. —learned that Columbus was not the first to discover America
2. —classmates made get well card
—teacher helped with work missed during lunch
3. —play and talk each day with friends at recess

P. 47-59, Answers will vary.

Good writing is a most basic skill . . .

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