
Persuasive Writing

— General Feedback —

Spacing & Formatting

- All paragraphs must always be indented (use the tab button)
- Double space the whole document
- No extra spaces between paragraphs
- Use a simple font that is easy to read in size 12

Persuasive Writing Structure

- Introduction (hook, thesis, 3 points)
- Body paragraphs (topic sentence, example, explanation)
- Conclusion (restate thesis in other words, restate 3 points, final comments)
- Body paragraphs should occur in the same order as the points appear in your introduction

Punctuation

- Do not capitalize all words after commas (only if it's a proper noun)
- There should be a space after punctuation and the next word, not before
- Use punctuation like dashes, colons and semicolons infrequently
- Use commas when adding additional information

Formal Writing Rules

- Always avoid first and second person (I, we, us, you, yours, etc.)
- Always avoid contractions (use do not instead of don't)
- Always avoid slang or common sayings

Using Research

- Only use research when requested
- If research is not cited properly, this is considered plagiarism and is very serious

Explain It All

- It is very important in persuasive writing to explain how each point supports or proves your thesis (argument)
- It is not enough to just state your point and assume the reader knows what you mean