

Grade 6 English Language Arts

Week of December 14 – December 18

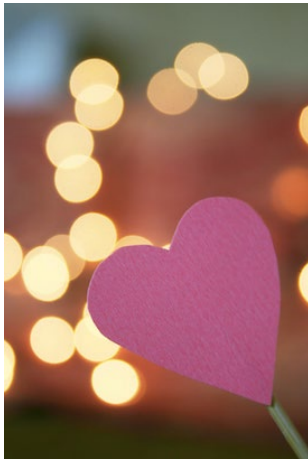
Lesson 4: Persuasive Letter – Convincing Reasons

Persuasive writing needs to have convincing proof or evidence. If you are going to make a claim about someone or something -- you need to be able to back it up.

Simply saying that something is really good or that you like this person "because you said so" is not enough.

Appeal to both the heart and mind of your audience. They will emotionally connect to your writing. They will be more likely to believe what you say. You also need to give sound facts to appeal to their logical side, so they feel more secure in believing what you have to say.

Appeal to the Heart



If you want to tap into people's hearts, include examples and stories that appeal to their emotions.

E.g. When giving a speech about how dogs make good pets, include a story about how a dog saved its owner's life.

E.g. When talking about the dangers of drugs, give an example of a family left heartbroken after their child died from an overdose.

Ask questions that are personal to appeal to the audience's emotions.

E.g. What would make you happy? Truly happy?

E.g. Have you ever seen someone get bullied? How did you feel in that moment? What did you do?

Appeal to the Mind



Emotional appeals can draw people in, but their minds are still looking for the reasons behind your claims. They want proof. They will want to know the facts and hear your evidence before they will believe you.

Find quotes from well-respected experts in that field of study.

Give statistics from the latest research on the topic.

This kind of information will appeal to the logical mind.

E.g. A recent study, from the New School of Social Research in New York, suggests that reading fiction helps make people more empathetic.

E.g. Leading scientists from around the world agree that global warming is a threat to our planet.

Now complete Convincing Reasons: Heart and Mind.

4. Convincing Reasons: Heart & Mind

Directions: For each of the topics, provide writing that appeals to the heart and the mind. You can research or make up stories and examples to appeal to the heart. Research online (with home facilitator approval) to find facts and evidence that appeal to the mind.

1. Drunk-driving laws need to be tougher.

Heart:

Mind:

2. Everyone should have the opportunity to travel the world.

Heart:

Mind: