

Mastering the Persuasive Argument: Writing with Structure and Power

Materials Needed

- Pen and Notebook OR Computer/Tablet with word processing software
- Printout or digital access to two short examples of persuasive writing (e.g., an advertisement and an opinion article)
- Lined paper or digital template for outlining
- Self-Assessment Checklist (provided below)

Learning Objectives (Tell Cherai what he will learn)

By the end of this lesson, Cherai will be able to:

1. Identify the three key elements of a powerful persuasive argument (Logos, Ethos, Pathos).
2. Structure a piece of writing using advanced formatting (headings, lists, bold text) to enhance clarity and impact.
3. Draft a coherent, evidence-based persuasive argument that meets the structural requirements of Functional Skills Level 1 writing.

Introduction: The Power of Logic

Hook: The Irrefutable Case

Imagine you are building a complex machine. If the instructions are unclear, jumbled, or missing key steps, the machine won't work. Powerful writing is the same: it requires solid, logical structure to deliver its intended purpose. **Question for Cherai:** If you had to convince a major company to adopt a completely new, expensive technology based purely on logic and data, what would be the absolute first thing you would need to present? (Answer focus: Data/Evidence/Structure).

Success Criteria

A successful piece of persuasive writing in this lesson will:

- Contain a clear Introduction, Body (with distinct sections), and Conclusion.
- Demonstrate logical reasoning (Logos) supported by evidence or examples.
- Utilize at least two different formatting elements (e.g., bold headings and bulleted or numbered lists) to segment information.

Body: Building the Argument (The "Teach It")

Phase 1: I Do - Analyzing the Pillars of Persuasion

Concept: The Rhetorical Triangle (Focus on LOGOS)

Powerful writing is built on three appeals:

1. **Logos (Logic):** Facts, data, statistics, logical reasoning. (This is the bedrock for Cherai's logical style).

2. **Ethos (Credibility):** Trust, authority, or expertise of the writer.
3. **Pathos (Emotion):** Appealing to the audience's feelings, values, or hopes.

Focus Step: We must ensure our logical argument is clear and easy to follow. This is where formatting becomes essential.

Modeling: Formatting for Clarity

I will show Cherai the two provided examples. * *Example A (Poorly formatted):* A long, dense paragraph arguing why homework should be banned. * *Example B (Well formatted):* The exact same argument, broken up using bold headings (e.g., **Section 1: Data on Fatigue**), short paragraphs, and a numbered list of proposed alternatives. **I Do Demonstration:** "Notice how in Example A, the argument is all there, but it's overwhelming. In Example B, by using **bold headings** and a simple bullet point list, the key logical steps stand out immediately. This meets the Functional Skills requirement for clear organization."

Phase 2: We Do - Selecting a Topic and Structuring the Logic

Activity: Topic Selection

Cherai chooses one topic he can argue logically. (Provide choice for engagement):

1. Why a four-day school week is economically and educationally beneficial.
2. Why all public transport should be free to reduce carbon emissions.
3. Why learning basic coding should replace a standard elective course.

(Trainer/Parent selects Topic 1 for modeling purposes if Cherai struggles to choose.)

Collaborative Outlining (Mandatory Structure Practice)

We will co-create a detailed outline, mapping out where the required formatting will go.

Section	Purpose	Required Formatting
Introduction	Hook and clear thesis statement (What are we trying to prove?).	N/A
Body Section 1: The Core Logical Argument	Present the primary facts/data (Logos).	Bold Heading (e.g., The Data on Efficiency)
Body Section 2: Detailing the Impact	Explain the practical results of the argument (Ethos/Pathos).	Bulleted or Numbered List (for specific examples)
Conclusion	Summarize main points and include a Call to Action.	Short, sharp final paragraph.

We Do Practice: Using Cherai's chosen topic, we fill in the outline together. For example, if he chose the four-day week, we would list 3 specific pieces of "evidence" for Section 1, and 3 specific "benefits" for Section 2 (which become his bullet points).

Phase 3: You Do - Drafting the Powerful Piece

Independent Drafting

Cherai now drafts the persuasive piece based entirely on the outline created in Phase 2. **Instructions:**

1. Begin with a strong, concise introduction.
2. Write Body Section 1, ensuring the use of the **bold heading** as planned.
3. Write Body Section 2, ensuring the use of the bulleted/numbered list to break down the information clearly.
4. Conclude strongly.

Formative Check-In (15 minutes into drafting)

Q&A Check: "Cherai, read me the first bullet point in your list. Does it directly support the heading of that section?" (Ensures alignment and logical flow.)

Conclusion: Review and Application**Learner Recap (Tell them what you taught)**

Ask Cherai to look at his finished draft and compare it to the original, poorly formatted example (Example A). * "How does the clear structure of headings and lists improve the *readability* and *persuasiveness* of your logical argument?"

Summative Assessment: Self- and Peer-Evaluation

Cherai uses the following checklist to evaluate his work against the success criteria.

Criteria	Yes / Needs Revision	Evidence Location (e.g., Paragraph 2, Bullet Point 1)
1. The piece has a clear Introduction and Conclusion.		
2. Logical points (Logos) are the main focus of the argument.		
3. At least one section uses a Bold Heading .		
4. At least one section uses a Bulleted or Numbered List.		

Differentiation and Extension**Scaffolding (If needed):**

* Provide Cherai with pre-written sentence stems for transitions (e.g., "The data clearly indicates that...", "Furthermore, a crucial benefit is..."). * Limit the length requirement to focus purely on meeting the structure and formatting criteria.

Extension (If draft is quickly completed and criteria met):

* **Counter-Argument Challenge:** Instruct Cherai to dedicate a short, fifth section to acknowledging and immediately refuting the strongest possible counter-argument (e.g., "Critics might argue X, however, this overlooks Y because..."). This significantly strengthens the logical rigor of the piece.