

Materials:

- Computer or tablet with internet access
- Notebook or paper
- Pen or pencil
- Optional: Hair/beauty magazines or access to beauty blogs/websites

Introduction: The Power of Persuasion in the Hair World! (10 mins)

Have you ever tried to convince a friend to try a new hairstyle? Or maybe argued why one hair product is way better than another? That's persuasive writing in action! Today, we're going to explore how to use powerful writing techniques to share your opinions about hair-related topics, just like professionals do in magazines, ads, and online.

Activity 1: Analyzing Persuasion (20 mins)

Let's look at how others try to persuade us in the world of hair and beauty. Find one or two examples:

1. Search online for advertisements for hair products (shampoo, styling tools, dye).
2. Look for articles or blog posts arguing for or against a specific hairstyle, trend, or hair care routine (e.g., "Why You Should Embrace Your Natural Curls," "The Best Short Haircuts for Summer").
3. If you have magazines, find ads or opinion articles there.

As you look at your examples, try to identify:

- **The Claim:** What main point is the ad or article trying to make? (e.g., "Our shampoo makes hair stronger," "Long hair is more versatile.")
- **The Reasons:** Why should you believe the claim? (e.g., "Contains keratin," "You can style it many ways.")
- **The Evidence:** What proof do they offer? (e.g., scientific-sounding language, celebrity endorsements, before/after pictures, user testimonials, specific examples of styles).
- **Target Audience:** Who are they trying to convince?
- **Persuasive Techniques:** Do they use emotional words? Ask questions? Make bold statements? Show attractive models?

Discuss or jot down your findings. What makes some arguments more convincing than others?

Activity 2: Brainstorming Hair Topics (15 mins)

Now it's your turn! Let's brainstorm some hair-related topics you could write a persuasive essay about. Think about things you have an opinion on. Here are some ideas to get you started:

- Are expensive salon hair products really better than drugstore brands?
- Should schools be allowed to have dress codes regulating hairstyles or hair color?
- Is it better to stick to classic hairstyles or follow the latest trends?
- Why [a specific hairstyle, e.g., braids] is the most practical/stylish option.
- The importance of using heat protectant.

- DIY hair treatments vs. professional treatments.
- Should people feel pressured to cover gray hair?

Choose one topic you feel strongly about and could argue convincingly.

Activity 3: Outline Your Argument (15 mins)

Before writing, let's organize your thoughts. Create a simple outline for your chosen topic:

1. **Introduction:** Hook your reader (maybe with a question or a surprising fact about hair) and state your main claim (your position on the topic).
2. **Body Paragraph 1:** Your first reason. Include evidence or examples to support it.
3. **Body Paragraph 2:** Your second reason. Include evidence or examples.
4. **Body Paragraph 3 (Optional):** Your third reason, or address the Counterclaim.
5. **Counterclaim & Rebuttal:** Acknowledge the opposing view (What would someone who disagrees say?) and then explain why your argument is stronger (Rebuttal).
6. **Conclusion:** Restate your claim in a new way and leave the reader with a final thought.

Activity 4: Draft Your Persuasive Piece (30+ mins)

Using your outline, start writing the first draft of your persuasive essay. Focus on getting your ideas down clearly. Use strong verbs and specific details. Think about the persuasive techniques you saw earlier – can you incorporate any effectively (without being misleading)? Remember to use transition words (like 'however,' 'therefore,' 'in addition,' 'furthermore') to help your writing flow smoothly.

Wrap-up (5 mins)

Great job! You've explored how persuasion works in the hair world and started crafting your own argument. Persuasive writing is a valuable skill, whether you're writing an essay, reviewing a product online, or even just trying to convince someone to try that cool new updo! Next time, we can work on revising and polishing your draft.