

**I - PERSUASIVE  
WRITING**

**UNIT 1**

**What's Your Message?  
Who's Your Audience?**

In this chapter you will practice writing a persuasive essay. Persuasive texts are essays in which the writer tries to influence the reader to see certain situations from a particular perspective through effective communication.

Effective writers are able to communicate a clear message to a specific audience. When it comes time to write your persuasive essay for the High School Proficiency Assessment, you need to pay close attention to the writing prompt so you will understand just who your intended audience is and what you are being asked to communicate. The writing topic will always be about a controversial issue. You will be asked to provide a point of view or opinion regarding this controversy. How well you understand your purpose for writing and your intended audience will determine how effective your essay will be.

**The First Paragraph of the Writing Prompt**

The prompt will consist of three parts. The first part will set up the topic and provide an explanation of the controversy about which you must write. In this paragraph, you will learn about a disagreement that has arisen between two people or groups regarding this topic. Think about this topic carefully and figure out why the two people or groups involved in the given situation have opposing viewpoints.

The writing prompt will present a controversy that has arisen in either an inter-personal, school/community, or societal context. The *interpersonal controversies* arise when two or more individuals disagree about choices or decisions that are to be made, about appropriate behavior, or about ideas regarding a specific issue. *School or community controversies* arise when two or more individuals disagree about rules, behaviors, procedures, conditions, or ideas. *Societal controversies* arise when people disagree about laws, trends, conditions or ideas.