

WRITING 11

ARGUMENT WRITING



PRESENT A BALANCED ARGUMENT. USE EVIDENCE. CONVINCE YOUR READER.

WHAT IS ARGUMENT WRITING?

Argument writing presents different points of view about an issue and argues for one side. It uses facts, logic and reasoning to convince the reader while showing a clear understanding of the topic.

PURPOSE

- To present an issue
- To evaluate different sides
- To argue your position
- To persuade the reader

KEY FEATURES



PRESENT BOTH SIDES
Acknowledge opposing views fairly.



EVIDENCE & EXAMPLES
Use facts, statistics and examples to support your argument.



LOGICAL REASONING
Explain why your reasons are valid and important.



EMOTIVE APPEAL
Use language that connects with the reader's values and feelings.



CLEAR POSITION
State your opinion clearly and consistently.



STRONG CONCLUSION
End with a powerful summary and call to action.

EXAMPLE EXTRACT (ANNOTATED)

SOCIAL MEDIA HAS MORE HARM THAN GOOD

Social media has become a huge part of our lives, especially for teenagers. While some people believe it brings many benefits, I believe the negative effects outweigh the positives.

On one hand, social media can help people stay connected. It allows us to keep in touch with friends and family, share news and find communities with similar interests. It can also be a useful tool for learning and raising awareness about important issues.

However, there are several serious downsides. First, social media can harm mental health. Numerous studies show that excessive use is linked to anxiety, depression and low self-esteem, especially in young people who compare themselves to others online.

Second, it wastes a lot of time. Endless scrolling reduces productivity, disrupts sleep and leaves less time for exercise, hobbies and face-to-face relationships that truly matter.

Finally, social media can spread misinformation and promote unrealistic standards of beauty and success. These harmful messages can influence our opinions and make it harder to think critically.

In conclusion, while social media has some benefits, the harm it causes to mental health, time management and truth is far greater. We should use it more carefully and put real life first.

1 INTRODUCTION

Introduces the topic and states the writer's position.

2 BENEFIT / OPPOSING VIEW

Presents the first side of the argument.

3 REASON 1

Presents the first reason with evidence.

4 REASON 2

Presents the second reason with explanation.

5 REASON 3

Presents another reason with further impact.

6 CONCLUSION

Summarises the argument and ends with a strong final statement.

ARGUMENT STRUCTURE



TITLE
Captures attention and reflects your position.



INTRODUCTION
Introduce the issue and state your position.



OPPOSING VIEW
Present the other side fairly and briefly.



REASONS & EVIDENCE
Give 2-3 strong reasons with facts, examples and explanations.



CONCLUSION
Summarise key points and restate your position with a call to action.

PERSUASIVE TECHNIQUES



Facts & Statistics
Use numbers and evidence to build credibility.



Examples
Real-life examples make your argument stronger.



Emotive Language
Words that create feeling can influence opinions.



Rhetorical Questions
Questions make readers think and engage.



Repetition
Repeating key words or ideas adds emphasis.



Counter Argument
Address the other side and explain why you disagree.

USEFUL ARGUMENT STARTERS

INTRODUCTION

- It is clear that ...
- In today's world ...
- The issue of ... is one that ...

OPPOSING VIEW

- Some people argue that ...
- It is true that ...
- At first glance, it may seem ...

REASON

- First of all, ...
- One important reason is ...
- Evidence shows that ...

ADDING ANOTHER POINT

- In addition, ...
- Furthermore, ...
- Another key point is ...

COUNTER ARGUMENT

- You might think that ...
- However, this is not the case because ...
- Although some believe ...

CONCLUSION

- In conclusion, ...
- To sum up, ...
- It is time that we ...

ARGUMENT WRITING CHECKLIST

- ✓ I have a clear title.
- ✓ I have introduced the issue and stated my position.
- ✓ I have presented the opposing view fairly.
- ✓ I have given at least 2-3 strong reasons.
- ✓ I have supported my reasons with facts, examples or evidence.
- ✓ I have used logical reasoning.
- ✓ I have used persuasive language.
- ✓ I have addressed the counter argument.
- ✓ I have written a strong conclusion.
- ✓ I have used a variety of sentence starters and connectives.
- ✓ I have checked my spelling and punctuation.

STRONG vs WEAK ARGUMENTS

WEAK

- Only one side is shown
- No facts or examples
- Emotional without reason
- Repeats the same ideas
- Weak conclusion

Example (Weak):

Social media is bad. It wastes time and makes people unhappy. People should stop using it.

STRONG

- Both sides are considered
- Multiple reasons with evidence
- Logical and well explained
- Clear and convincing language
- Powerful conclusion

Example (Strong):

While social media has some benefits, research shows it harms mental health and wastes time. We should limit our use and focus on real-life connections.

CONNECTIVES FOR ARGUMENTS

- Adding:** furthermore, in addition, moreover, also, another reason is
- Contrasting:** however, although, on the other hand, in contrast, despite this
- Cause & Effect:** because, as a result, therefore, leads to, consequently
- Emphasis:** in fact, clearly, obviously, without doubt, certainly
- Conclusion:** in conclusion, to sum up, overall, ultimately, it is clear that

COMMON MISTAKES

- ✗ Writing about only one side.
- ✗ Giving opinions without reasons.
- ✗ Not using facts or examples.
- ✗ Being too emotional or aggressive.
- ✗ Repeating the same points.
- ✗ Ignoring the opposing view.
- ✗ Weak or unclear conclusion.
- ✗ Spelling and punctuation errors.



CHALLENGE: IMPROVE IT!

Rewrite the weak paragraph below to make it a strong argument paragraph using evidence, connectives and persuasive language.

People should ban junk food in schools. It is unhealthy and makes students lazy. Junk food is bad and schools should not sell it.

- 1
- 2
- 3
- 4
- 5

SHOW, DON'T TELL

Don't just say it—show it with detail and evidence.

DON'T SAY:

Social media is addictive.

SHOW:

Studies show that the average teenager spends over 3 hours a day on social media, constantly checking notifications and feeling anxious when they cannot.



TOP TIP

PLAN - WRITE - CHECK - IMPROVE



PLAN

Plan your points and reasons.



WRITE

Write your argument.



CHECK

Check for clarity, facts and errors.



IMPROVE

Make your argument stronger!



GREAT ARGUMENTS CHANGE MINDS. USE FACTS, LOGIC AND PASSION TO PERSUADE.

Think. Plan. Write. Persuade.

