

Argument

Persuade through a clear claim and relevant reasons

COMMON FORMS

Essay, debate case, policy response

TEXT SHAPE

Issue → claim → reason and evidence paragraphs → counterpoint → conclusion

FEATURES AND LANGUAGE

Thesis language; evidence; causal links; concession and rebuttal

PLAN AND TEACH IT

Write the claim in one sentence first. Match each reason with evidence and explain how it supports the claim.

tone and register

Confident but fair; formal academic register avoids personal attacks and unsupported certainty.

LINKED CLASSROOM ACTIVITIES

Try: Claim with Two Data Points · Because Sentence · Mini Debate with Evidence

A MODEL TO NOTICE

Bring a short example. Ask who it is for, what it is trying to do and which feature helps it work. Compare it with a less effective draft.

QUICK CHECKLIST

- ☐ The opening makes the purpose clear: Persuade through a clear claim and relevant reasons.
- ☐ Each part has a clear place and moves the reader towards the purpose.
- ☐ The language features, tone and level of formality fit the reader and situation.

A QUICK CLASSROOM ROUTINE

- 1 NOTICE** Read a model for purpose, shape and audience.
- 2 REHEARSE** Practise a useful sentence or language feature aloud.
- 3 WRITE** Plan, draft and use the guide as a checklist.
- 4 REVIEW** Ask a partner whether the text does its job; revise one feature.
Keep the subject thinking ambitious. Make the language visible, practise it, then fade the support.