**Writing a persuasive essay**

You are to write a persuasive essay in the purpose of persuading the reader of your standpoint. First you give an introduction and then you go on to present your arguments and ultimately, in the end, you resummarize your statement and its points.

In the funnel introduction, you first begin with the context ( e.g. the problem or the opinion in public), then write transition sentences which bridge over to your statement where you also list your points.

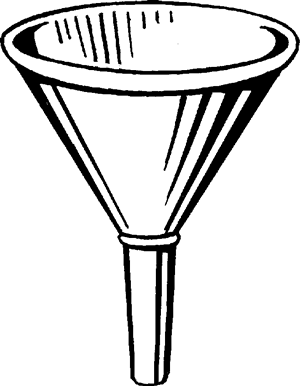
These points are explained in the subsequent paragraphs, so called body paragraphs, which give more information, such as scientific explanation or exemplifying the benefits it would bring along in our world. Finally, you restate in the conclusion your opinion and the arguments.

The persuasive essay, therefore, contains the following parts:

-Funnel introduction

-Body paragraphs

-Conclusion



**1. Funnel Introductions**

**1.1. What is a Funnel Introduction?**

A Funnel Introduction is a simple format of an introduction to an essay. The first sentence of the Introductory Paragraph is broad, like the top of a funnel. As the introduction continues, the sentences get more specific, or narrow like a funnel. The final sentence of a Funnel Introduction is the thesis, the most specific sentence in the introduction.

**1.2. Formula:**

**1st introductory sentence:** Use this sentence to grab your reader’s attention! If a reader doesn’t like a first sentence, is it likely that he or she will finish the essay? This sentence should be broad enough to engage a variety of readers’ interests, yet still be specific to what your essay will be about.

**2nd supportive sentences:** Get a little bit more specific here. This should transition your reader from the general first sentence to your very specific thesis.

**3rd your statement:** This is your thesis! A thesis statement is a statement of opinion, followed by the THREE points you will use to back up your opinion. It should be a statement that people can agree or disagree with. It is your job in the essay to persuade your reader to agree with your thesis statement.

**1.3. Example for a funnel introduction ( from "Plankton, pumps and CO2" worksheet)**

*Climate change is perhaps the greatest threat facing the planet today. Governments are attempting to take action on global warming through agreements to reduce CO2 emissions but this is difficult to achieve in practice and by itself may not be enough to solve the problem of increased carbon dioxide in the atmosphere and its negative side effects. Another solution is to find a way to remove carbon from the carbon cycle. The recent invention of the ocean pump by Philip Kithil could provide such a solution as well as mitigating some of the problems associated with global warming. By pumping cooler water from the deep ocean to the surface, the ocean pump could reduce the amount of CO2 in the atmosphere, increase fish stocks in some areas and prevent hurricanes in areas prone to them.*

The underlined words are the points of the following body paragraphs, for each argument one paragraph!

**2. Body paragraphs**

**2.1. How do you write body paragraphs?**

Each body paragraph should start with a topic sentence. The topic sentence is not a repeat of the thesis but talks only about one of the specifics in the thesis. The topic sentence should tell the reader what that paragraph will be about. Therefore, the topic sentence should contain the subject of the paragraph and the point that you are trying to make.

**2.2. Example of body paragraphs (following up the exercise from "Plankton, pumps and CO2" )**

*Ocean pumps will effectively reduce carbon dioxide in the global atmosphere and thus, help to stop the climate change. They are long plastic tubes which transport nutrient-rich water from the deep to the surface. These nutrients encourage algae to grow rapidly in the presence of light at the water surface. In the process of photosynthesis, they take up carbon dioxide from the atmosphere. Salps which feed on algae will also grow quickly and sink eventually as organic carbon-rich source to the bottom of the ocean what takes carbon out of the atmospheric carbon cycle.*

*Besides, it is argued that these pumps could increase the population of fish as well. Plankton is the primary food source for animals in the sea. The increasing supply of plankton enhances populations in the food chain, so the fish population rises .*

*Moreover, they could prevent hurricanes, which are powered by heat from upper oceans. If the hazard of a hurricane occured, ocean pumps would be switched on so that the surface water temperature would be cooled down. They would pump up cold water from the deep ocean and reduce the temperature of the upper ocean by a couple of degree Celsius. Calculated simulations showed that these pumps could efficiently stop hurricanes to approach the coast.*

**3. The conclusion**

A good conclusion should reach a final conclusion and round up your arguments.

**3.1. Example for a conclusion**

*In conclusion, these pumps can help us to solve some global problems we face in the near future. The elevated uptake of CO2 through Plankton in nutrient-rich surface waters will weaken the climate change and increase fish stocks. Furthermore, these pumps can be used to prevent hurricanes by diminishing the surface temperature.*

**4. Sources**

**Lane, S.** Instant Academic Skills: A Resource Book of Advanced-Level Academic Skills Activities. Cambridge. Cambridge University Press **(2011)**