

Planning Guide

Persuasive

I. Introductory paragraph

- A. Topic
- B. The debate
- C. Position or best choice (thesis)
- D. Reasons or arguments (forecast)

II. Body paragraphs

- A. Reason or argument stated in a topic sentence*
- B. Supporting details**
 - 1. Examples
 - 2. Cause and effect
 - 3. Personal experience

III. Summary and conclusion paragraph

- A. Restatement of the position (thesis or claim) or best choice
- B. Restatement of the reasons or arguments (forecast)
- C. Conclusion (one or more of the following)
 - 1. Call to action
 - 2. Suggestion for a solution
 - 3. Parting thought

Types of Reasons

- M - money (financial)
- S - safety
- H - health
- E - environmental
- E - educational
- P – people (social relationships)

* No set number of ideas or details

** Other elaboration methods may be equally effective.

Persuasive Prompt

Read the following statement.

Social networking helps reach people easier and quicker.

Think Social networks can be controversial. Think carefully about this statement.

Write an essay stating your position on whether Instagram is a beneficial social network.

Be sure to —

- state your position clearly
- use appropriate organization
- choose your words carefully
- edit your writing for grammar, mechanics, and spelling

Planning Organizer

Thesis statement - Position

Though it has many opponents, Instagram is a useful program helping people develop their creativity, culture and business practices.

Main Ideas of the Thesis	
First Main Idea	Supporting Details
Usage among a vast population of creative people (people)	Famous photographers share their photos
	Any person can follow and learn from professional photographers
Second Main Idea	Supporting Details
Smartphones and Instagram (people)	Smartphones mobility allows anyone to have a tool that can capture the most interesting things
	“likes” and “comments” can be a hint that you are moving in the right direction with your photo skills
Third Main Idea	Supporting Details
Advantages for business (financial)	Visual marketing
	Encourages interaction, connection, and purchasing
	Gaining followers for business helps businesses and consumers

Concluding Statement

If used responsibly, Instagram can be a beneficial tool. Regardless of the criticism, Instagram is a helpful tool for photographers. In addition, Instagram can be an effective media platform for businesses, allowing companies to affordably grow their business. Critics need to recognize, value, and embrace the advantages of this truly creative software. Creative individuals in photography and business owners value the program; they should be respected for their software choices. Perhaps this needs to be done instantly!

Collaborative Interactive Writing Activity

Teacher directions - cut apart each part of the writing plan.

- Provide each group a part of the essay.
- Draft each paragraph using the plan provided.



Add a meaningful hook or lead to grab your reader's attention. Use this controlling idea and position or develop one with a similar idea.

I. Introduction (Topic stated in a thesis statement & main ideas)
Thesis or position – Though it has many opponents, Instagram is a useful program helping people develop their creativity, culture and business practices.

Write a topic sentence with the MI. Then add sentences with the supporting details.

- You may add other supporting details. Use detail moves to make your writing interesting and engaging.

II. Body
MI – Usage among a vast population of creative people (people)

- Famous photographers share their photos
- Any person with a smart phone can follow and learn from professional photographers

Write a topic sentence with the MI. Then add sentences with the supporting details.

- You may add other supporting details. Use detail moves to make your writing interesting and engaging.

MI – The mobility of Instagram (people)

- Smartphones mobility allows anyone to have a tool that can capture the most interesting things
- "likes" and "comments" can be a hint that you are moving in the right direction with your photo skills

Write a topic sentence with the MI. Then add sentences with the supporting details.

MI – Advantages for business (financial)

- Visual marketing
 - Encourages interaction and purchasing
 - Gaining followers for business helps businesses and consumers
- You may add other supporting details. Use detail moves to make your writing interesting and engaging.

III. Conclusion

Use the restated controlling idea and position or develop one with fresh new words. Use the call to action and parting thought or develop a new one to leave your audience with a thoughtful closing.

Thesis and PT – If used responsibly, Instagram can be a beneficial tool. Regardless of the criticism, Instagram is a helpful tool for photographers. In addition, Instagram can be an effective media platform for businesses, allowing companies to affordably grow their business. Critics need to recognize, value, and embrace the advantages of this truly creative software. Creative individuals in photography and business owners value the program; they should be respected for their software choices. Perhaps this needs to be done instantly!

Planning Organizer

Thesis statement – Position

Instagram is a useful program helping people develop their creativity and photography skills.

Main Ideas of the Thesis	
First Main Idea	Supporting Details
Usage among a large population of creative people (people)	Famous photographers share their photos
	Any person with a smart phone can follow and learn from professional photographers

Concluding Statement

If used responsibly, Instagram can be a beneficial tool. Regardless of the criticism, Instagram is a helpful tool for photographers. In addition, Instagram can be an effective media platform for businesses, allowing companies to affordably grow their business. Critics need to recognize, value, and embrace the advantages of this truly creative software. Creative individuals in photography and business owners value the program; they should be respected for their software choices. Perhaps this needs to be done instantly!

This is a prewriting sample without the graphic organizer. It can be used to show students how to prewrite/outline the essay on a blank sheet of paper.

Introduction (Topic stated

in a thesis statement & main ideas)

Instagram is a useful program helping people develop their creativity, and cultural interests.

Body Paragraph(s)

Usage among a vast population of creative people
(people)

- Famous photographers share their photos
- Any person with a smart phone can follow and learn from professional photographers

Conclusion

If used responsibly, Instagram can be a beneficial tool. Regardless of the criticism, Instagram is a helpful tool for photographers. Creative individuals in photography and business owners value the program; they should be respected for their software choices.

Sample essay to match the prewriting.

Good or bad, many
people use social
networks. Like it or not,

social networks like Instagram are part of our media culture today. Instagram is a useful program helping people develop their creativity, and cultural interests such the art of photography.

As with any other digital media product, Instagram can be used in many silly and useless ways. Billions of boring selfies, butterflies, flowers, friends, and food photos have sadly become the mainstream. However, what Instagram critics miss is its usage among a large population of creative people. The evidence for this lies in the origins of Instagram. In the beginning and today, many famous photographers use Instagram to share their photos taken on their phones. Basically, this means any person with a smartphone can follow their accounts and view high quality images. Therefore, Instagram is a first-hand workshop with powerful photography lessons. Instagram is a mobile photography classroom. Denying this advantage of Instagram is not reasonable. Photographers (at any level) will agree.

If used responsibly, Instagram can be a beneficial tool. Regardless of the criticism, Instagram is a helpful tool for photographers. In addition, Instagram can be an effective media platform for businesses, allowing companies to affordably grow their business. Critics need to recognize, value, and embrace the advantages of this truly creative software. Creative individuals in photography and business owners value the program; they should be respected for their software choices. Perhaps this needs to be done instantly!

