

Persuasive Writing: Claim, Reasons & Evidence

Build a respectful persuasive text using a clear claim, relevant reasons, evidence and acknowledgement of another view.

LEARN • PRACTISE • CREATE • REFLECT

Original BrightPencil Kids resource - adult-led where appropriate

A4 edition • 12 purposeful pages • review copy

Print. Learn. Grow.

Grown-up guide

Learning objective

Build a respectful persuasive text using a clear claim, relevant reasons, evidence and acknowledgement of another view.

Use this pack well

- Model the first example aloud, then let the learner try.
- Ask “How do you know?” more often than “Are you finished?”.
- Use real objects, talk, movement or observation when the activity suggests it.
- Stop or shorten the session if attention or enjoyment drops.
- Open-ended pages can have many successful answers.

Quality note

This resource was written originally for BrightPencil Kids. Curriculum sources informed scope and progression only; no third-party worksheet or story text is reproduced.

Learn the idea

1 A persuasive claim states what you want the audience to believe or do.

2 Reasons are stronger when supported by examples or evidence.

3 Respectful persuasion can recognise another viewpoint without insulting it.

Talk about it

Explain one idea in your own words. Give an example from real life, a drawing or an object if that helps.

Choose the clearest claim from three options.

Match reasons to supporting evidence.

Remove one emotional but irrelevant sentence.

Write a respectful counterpoint sentence beginning with “Some people may think...”.

Draft a short conclusion that reinforces the claim without simply repeating it.

Try it beyond the page

Real-world / hands-on connection

Discuss a low-stakes choice such as class reading time or playground equipment. Give one claim, two reasons and one counterpoint.

Before you finish

What did you notice?

What evidence, object or example helped you?

What would you change if you tried again?

Create something

Your project

Create a one-page persuasive poster for a positive school/community improvement.

Use this space for planning, drawing, mapping, designing or notes.

CHALLENGE

Think deeper

1. Is a loud opinion automatically persuasive?

2. What makes a reason stronger?

3. Why acknowledge another view?

Quick review

1. In one sentence, explain the big idea of “Persuasive Writing: Claim, Reasons & Evidence”.

2. Draw or write one example that shows you understand.

3. Choose one activity from this pack and explain the strategy you used.

4. Write one question you still have.

Answer & discussion notes

Use these as guidance, not scripts. Open questions can have different successful responses when the reasoning is sensible and evidence-based.

1. Suggested response

No.

2. Suggested response

Relevant evidence or a clear example.

3. Suggested response

It shows understanding and can strengthen fair reasoning.

Review before publication

Check age fit, factual accuracy, clarity, accessibility, rights provenance and whether the activity works in practice. This file remains a review copy until those checks are signed off.

FINISH

My learning reflection

I finished this BrightPencil learning pack.

One thing I understand better now:

A strategy that helped me:

Something I created or noticed:

My next small question or goal:

Print. Learn. Grow.