

Persuasive Writing: Evidence Triangles & Cohesion

Explore how to write persuasive pieces using evidence triangles and cohesive strategies, focusing on the prompt: "School lunches should include one recipe from a different culture every day."



Learning Objectives

- Understand the purpose and structure of persuasive writing
- Identify and use the three sides of the evidence triangle (ethos, pathos, logos)
- Apply cohesion techniques for strong, connected writing
- Practise writing persuasively about multicultural school lunches

Today's Focus

In this lesson, we'll explore two crucial techniques that make persuasive writing powerful and effective: **Evidence Triangles** and **Cohesion**.

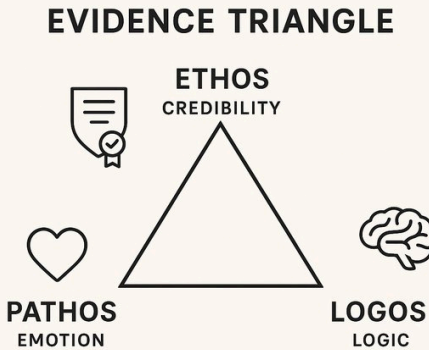
Our lesson will cover:

- The three sides of the Evidence Triangle: ethos, pathos, and logos
- Cohesive devices that connect ideas seamlessly
- Persuasive paragraph structures that convince your reader
- Practical application with multicultural school lunches

Fun Fact

The rhetorical triangle concept dates back over 2,300 years to Aristotle's "Art of Rhetoric," making it one of the oldest and most enduring frameworks for effective communication!

Introducing the Evidence Triangle



Strong arguments use an evidence triangle: **ethos** (credibility), **pathos** (emotion), and **logos** (logic).

- **Ethos:** Building trust with your reader
- **Pathos:** Connecting emotionally
- **Logos:** Presenting logical evidence

These appeal to the reader's mind and heart, making your case powerful and convincing.

Ethos: Building Credibility

Ethos is about establishing your credibility and trustworthiness as a writer. It helps convince readers that you're knowledgeable and reliable on the topic.

Ways to build ethos in your writing:

- Reference expertise and qualifications
- Use precise, professional language
- Acknowledge opposing viewpoints fairly
- Cite reliable sources and evidence

- less processed food
- less sugar
- more fruits and vegetables
- fibre
- more nutrient dense foods

GENERALISED EXPERT COMMENT

Example:

"Many nutritionists recommend including global recipes in school lunches to improve dietary variety and expose children to beneficial nutrients found in diverse cuisines."

Pathos: Appealing to Emotions

BODY PARAGRAPH

Pathos taps into the reader's feelings to make your argument more compelling. When writing about multicultural school lunches, pathos might include:

- Stories about students discovering new cultures through food
- Emotional language about building community and inclusivity
- Descriptions that evoke pride in cultural heritage
- Appeals to empathy and understanding of diverse backgrounds

SPRINKLE IT IN

Joke:

Why did the tomato blush? Because it saw the salad dressing from around the world!

Logos: The Power of Logic



Logos uses **facts, statistics, and logical explanations** to persuade readers through reason.

- **Research:** Find reliable data to support your claims
- **Statistics:** Present numbers that strengthen your argument
- **Case studies:** Use real-world examples that demonstrate success

Example: "Schools that serve diverse meals have seen a 20% increase in overall student lunch satisfaction, showing a clear connection between cultural inclusion and positive dining experiences."

Cohesion in Persuasive Writing

Cohesion means your writing flows smoothly. It helps your argument feel unified and strong, guiding readers through your ideas logically.

Key cohesion techniques:

- **Repeating key words** - Reinforces important concepts throughout your writing
- **Using pronouns consistently** - Refers clearly to previously mentioned subjects
- **Linking ideas with transitions** - Connects paragraphs and sentences smoothly
- **Using parallel structure** - Creates rhythm and emphasises related ideas

Example: "School lunches with diverse recipes **not only** promote cultural understanding **but also** encourage healthy eating habits. **Furthermore**, these meals provide students with a global perspective."

Introduction Structure

A persuasive introduction includes:

- **Hook:**

Grabs the reader's attention with a startling fact, question, or anecdote.

- **Context:**

Gives background information on the topic.

- **Thesis:**

Presents your view and reasons in a clear statement.

Example: *"Did you know that children who eat diverse foods develop broader palates? Many schools offer limited menu options, yet research shows cultural variety benefits students. Therefore, school lunches should include one recipe from a different culture every day to improve nutrition, expand cultural awareness, and increase student satisfaction."*

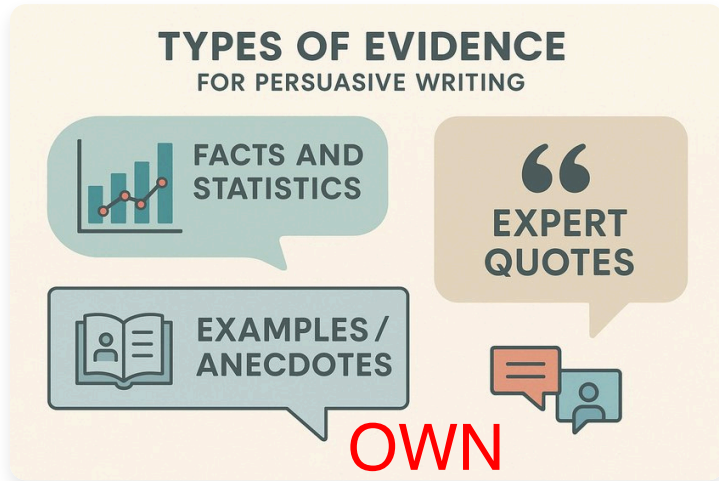
- **Fun Fact:**

The world's longest sandwich measured 2,481 ft—imagine THAT for school lunch!

Types of Evidence

Support your arguments with these persuasive evidence types:

- **Facts and statistics:** "School districts with diverse lunch menus report 25% higher student satisfaction."
- **Expert quotes:** "According to nutritionists, exposure to diverse foods develops healthier eating habits."
- **Examples and anecdotes:** "When Westfield School introduced international recipes, student participation increased dramatically."



**OWN
EXPERIENCES
OWN SCHOOL**

Remember to use a balanced combination of evidence types to build a compelling case.

Conclusion Structure

A strong conclusion:

- **Restates your thesis/topic** - Remind readers about multicultural school lunches
- **Summarises main points** - Briefly revisit your key arguments
- **Ends with a call to action** - Encourage schools to implement diverse menus

When writing about multicultural school lunches, your conclusion could emphasise the benefits for nutrition, cultural awareness, and student satisfaction.

Tip:

Leave the reader thinking and ready to act! End with a memorable statement that resonates with your audience, such as "Every lunch tray can become a journey around the world."

Key Vocabulary

Ethos

Appeal to credibility and trustworthiness; establishing authority on a topic.

Logos

Appeal to logic and reason; using facts, statistics, and evidence.

Thesis

The main argument or position presented in persuasive writing.

Cultural diversity

Inclusion of different cultural traditions, perspectives, and practices.

Rhetoric

The art of effective or persuasive speaking and writing.

Pathos

Appeal to emotions; evoking feelings to persuade an audience.

Cohesion

The flow and connection between ideas, creating unified writing.

Rebuttal

Addressing and countering opposing arguments or viewpoints.

Evidence

Information that supports an argument (facts, examples, statistics).

Transition words

Words that connect ideas and paragraphs for smoother reading.

Fun Fact:

The word 'cohesion' shares a root with 'adhesive'—both mean to stick together. In writing, cohesion works like glue, binding your ideas into a strong, unified argument.

Model Exemplar: Persuasive Paragraph

Prompt: "School lunches should include one recipe from a different culture every day."

Ethos Pathos Logos Cohesion

School lunches should include one recipe from a different culture every day because this small change would transform our educational environment in profound ways. Research from the National School Nutrition Association shows that exposure to diverse cuisines increases students' willingness to try new foods by 40%. Furthermore, nutritionists confirm that varied diets provide a wider range of essential nutrients, supporting better physical development and academic performance.

Beyond nutrition, cultural food offerings create valuable learning opportunities. When students taste dishes from various traditions, they naturally become curious about their origins. As Headteacher Dr. Patel explains, "Food is a gateway to cultural understanding that textbooks simply cannot provide." Students at Westfield Academy, where multicultural lunches were introduced last term, reported feeling more connected to global geography and history lessons. The emotional benefits are equally significant. Imagine the pride of a student seeing their family's traditional dish served to the entire school! This validation of cultural identity builds confidence and fosters a sense of belonging. Additionally, sharing meals creates natural opportunities for conversation and connection between students from different backgrounds.

Some might argue that implementing diverse menus would be too costly or complex, but simple, authentic recipes can be both economical and nutritious. By embracing multicultural lunches, we prepare students for a global future while making lunchtime more educational, nutritious, and enjoyable.

Key Features: Notice the evidence triangles (colour-coded), cohesive devices (underlined), concession + rebuttal, varied sentence structures, and strong topic sentences.



Students enjoying dishes from around the world