

## An Introduction to Convincing Evidence

Over the next few weeks, you'll be working with a group of students to craft an open letter to a world leader convincing him or her to take action on the controversial topic we are studying in class. Being persuasive will require that you collect and share a range of different types of evidence in your letter. Use this handout to begin exploring the characteristics of three main types of convincing evidence.

Type of Evidence	Your Task	Your Response
<p><b>Statistics</b> are facts or pieces of information that are expressed in a number or a percentage.</p> <p>Example: <i>The people of Niger live on less than \$700 per year.</i></p>	<p>Visit the following global issues website and collect three convincing statistics that could be used in a persuasive piece on poverty.</p> <p><a href="http://snipurl.com/sgzht">http://snipurl.com/sgzht</a></p>	
<p><b>Star statements</b> are direct quotes from experts, eyewitnesses, world leaders, or popular celebrities.</p> <p>Example: <i>"Our world has an obligation to protect its poorest citizens," said Reverend Margaret Duncan of the human rights organization Pastors for Poverty.</i></p>	<p>Visit the following <i>Washington Post</i> article and find a star statement from President Barack Obama that could be used in a persuasive piece on poverty.</p> <p><a href="http://snipurl.com/sgzmu">http://snipurl.com/sgzmu</a></p>	
<p><b>Stories</b> share someone's direct experiences with your topic. They may explain the impact that your topic has had on an individual or a community or provide examples of the consequences of your topic in action.</p> <p>Example: <i>Yusuf's dreams as a Somali boy were simple: a second set of clothes, a radio, the chance to go to school. The poverty and violence in his country had left him with almost nothing.</i></p>	<p>Visit the following Oxfam website, which details the story of one woman working to fight poverty in her hometown. Copy down three or four convincing sentences that could be used in a persuasive piece on poverty.</p> <p><a href="http://snipurl.com/sgzvz">http://snipurl.com/sgzvz</a></p>	

### Question for Reflection

- Now that you've studied three main types of persuasive evidence, which do you think is the most convincing? Why? Which do you think is the least convincing? Would your answer change depending on the audience for your piece? Explain your thinking in three to five sentences.