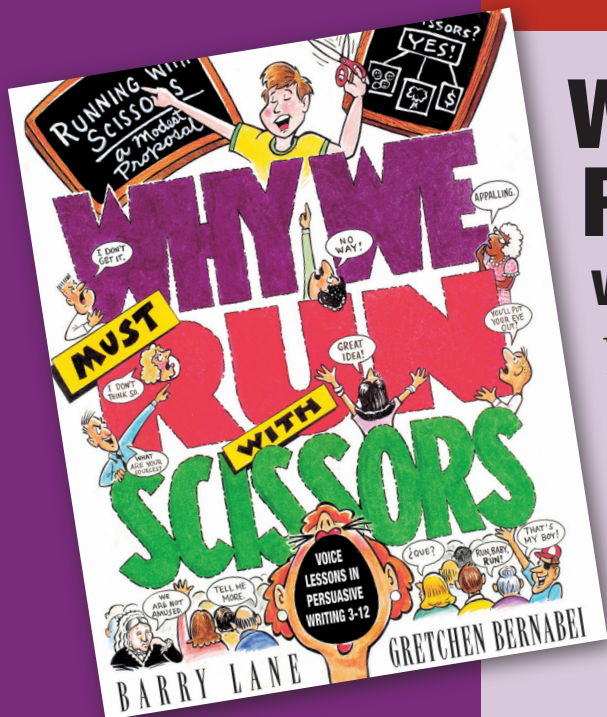


Teaching Persuasive Writing from the Inside Out!



WHY WE MUST RUN WITH SCISSORS: Voice Lessons in Persuasive Writing 3-12 by Barry Lane and Gretchen Bernabei

Writing powerful, persuasive prose begins by stirring up voices deep within the writer. As readers, we remember some of these voices of passion, humor, hope and chutzpah. We forget all the bureaucratic, jargon-filled position papers that mask real voices with dead words. There have been many great books on teaching the rhetoric of persuasion, but few tackle the complex art of liberating the dynamic voices of student persuaders themselves. *Why We Must Run With*

Scissors: Voice Lessons in Persuasive Writing shows teachers how to approach persuasive writing from the inside out, teaching not only the craft of persuasion, but also the art that informs it.

Composed of 82 practical, classroom-ready lessons with student writing examples from grades 3 to 12, this unique and user-friendly professional book provides busy teachers with an idea-packed curriculum for sparking a class of creative and savvy persuaders.

"Awesome ideas for classroom use! Great Methodology! Practical, logical and applicable to all levels of instruction!!"

- Gloria Capello, Grades 9 & 10

"My students' TAKS scores increased from 70% passing to 100% passing in less than 2 months. I credit Gretchen Bernabei and her books for this gain."

- Damari Stoops, Grade 4

"Thank you for sharing real, concrete ways to help guide students to be better writers. Books like yours are freeing students AND teachers from the shackles of school writing to the liberty (and joy) of authentic writing!"

- Jill Halton, Grades 6-12

Inside you will find lessons on:

- Exploring your personal persuasive power
- Finding persuasion in all forms of literature
- Mining passionate opinions from the real world
- Using humor and parody to teach persuasion
- Finding your own distinct voice, even when writing to a uniform prompt
- Crafting beginnings and endings
- Ace-ing the state persuasive writing test
- Assessing arguments and efforts with samples of student papers
- Using rubrics and other tools for student self-evaluation

...and much, much more.

All lessons are indexed on the inside cover by the 6-traits



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