PEEL Your Paragraphs

1 POINT/ PURPOSE

2 EXPLAIN/ EVIDENCE

3 EVALUATE

4 LINK

PEEL Your Paragraphs

1 POINT/PURPOSE

State your main point. What is the most important thing your reader needs to know?

2 EXPLAIN/EVIDENCE

Find facts that back up your main point. How can you use quotes, statistics or expert opinions?

3 EVALUATE

Evaluate the facts. How does the evidence support your main point?

4 LINK

Link this point to the next paragraph. What are some ways to connect your points?

Using the 'PEEL' Technique - Writing a Persuasive Paragraph

Persuasive texts have three sections: an introduction, arguments and a conclusion.

Each of these sections are written using paragraphs.

Just like the text itself, paragraphs also have their own distinct structure.

One way to remember this structure is the acronym, 'PEEL'.

P = State your **POINT**

E = **EXPLAIN** your point with **EVIDENCE**

E = **EVALUATE** how the evidence supports your view

L = **LINK** these back to the topic or issue

Here is an example of a persuasive paragraph written using the 'PEEL' technique.

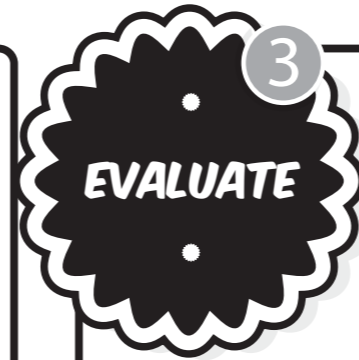It has been taken from a text called, "Animals Must Be Freed from Zoos."

State your **POINT** →

Explain with **EVIDENCE** →

Evaluate the evidence →

LINK to the topic →

First of all, removing wild animals from their natural habitats is incredibly cruel. When kept captive, these beautiful creatures become bored and lonely, often leading to a condition called 'zoochosis'. Animals suffering from zoochosis begin performing anxious, repetitive acts such as rocking back and forth, swaying, grooming themselves excessively and vomiting. Conditions such as this clearly demonstrate that wild animals belong in the wilderness; not in restrictive, prison-like enclosures.

Animals must be freed from zoos now, so that this terrible suffering and mental torture ends for good.

PEEL Your Paragraphs

POINT/ PURPOSE 1

State your main point. What is the most important thing your reader needs to know?

EXPLAIN/ EVIDENCE 2

Find facts that back up your main point. How can you use quotes, statistics or expert opinions?

EVALUATE 3

Evaluate the facts. How does the evidence support your main point?

LINK 4

Link this point to the next paragraph. What are some ways to connect your points?