Criteria for Choosing a Persuasive Topic

1. Current or Contemporary
2. Directly Applies to the Audience
3. Unexpected or Controversial
4. Seek to Change Actions
5. Must Prove a Problem or Need
6. Must Provide Action Steps for the Audience

Types of Topics that DON’T Work:

Repetitive Topics  
\* Safe Sex  
\* Obesity  
\* Dangers of Tanning Beds

Audience Has a Firm Belief  
\* Death Penalty  
\* Abortion

Doesn’t Highlight a Problem or Need  
\* Play More Video Games

Opinion or Comparison Based  
\* Ford Better Than Chevy

No Opposition  
\* Steroids  
\* Animal Abuse

Doesn’t Relate to Current Audience  
\* Adoption  
\* Plastic Surgery  
\* Legalize Marijuana

Topics that COULD Work:

Adopting Animals, Teenage Apathy, Long-term Dangers of Antibacterial Products, Antibiotics Given to Cattle, Avoiding Debt, Building a Good FICO Score, College Dorm Dangers, Dangerous Teen Games, Dangers of Bat Bites, Defective Train Tracks, Disconnecting from Life Because of Technology, Diseased Food, Drinking Tap Water, Energy Drinks, Going Green, Hazing in School, Huffing, Lack of Political Activism in Teens, Mall Crimes, Medical Mistakes, Pesticides on Food, Prescription Drug Abuse, Road Rage, How Secure Are Our Schools, Sports Safety, Technology While Driving…

Topic You Love / Topic You Know About / Topic Audience Cares About