The Art of Persuasive Writing
Forms of Persuasive Writing

- Advertisements
- Editorials
- Speeches
- Propaganda
- Reviews
- Blogs
- Persuasive Essays
Forms of Persuasive Writing

Advertisements try to convince you to do or buy something.
Forms of Persuasive Writing

Editorials about current issues appear in newspapers and magazines, or on television, radio, and the internet.

http://topmagazines.wordpress.com/2011/06/29/recommended-magazines-for-people-who-can%E2%80%99t-get-enough/
Forms of Persuasive Writing

Persuasive speeches try to convince an audience to take action.

www.pbs.org/wnet/historyofus/web14/index.html
Forms of Persuasive Writing

**Propaganda** is often about political issues, and usually includes emotionally charged appeals.

![Propaganda Images](http://www.zazzle.com/change_we_can.believe_in_poster-228719897857931246) ![Propaganda Images](http://www.zazzle.com/miss_me.yet_george_bush_billboard_postcard-239692539098456593)
Forms of Persuasive Writing

Reviews evaluate items like books or movies and state an opinion as to whether the product is worth the reader’s time and money.

http://www.imdb.com/movies-in-theaters/
Forms of Persuasive Writing

Blogs provide commentary on a particular topic, often combining text, images, and links to other blogs, web pages, and other media related to its topic. Blogs also allow readers to respond.

Forms of Persuasive Writing

Persuasive essays use logic, reason, and emotion to convince readers to join the writer in a certain point of view.
The Persuasive Essay
A persuasive essay convinces readers to agree with the writer’s opinion

- The **lead/hook** captures the reader’s attention
- The **thesis** states the writer’s assertion (belief) about the topic
- The **counter arguments** respond to reader concerns and objections
- The **supporting arguments** (logos, pathos, ethos) convince the reader that the thesis is correct
- The **conclusion** restates the thesis (comes back to the point)
Text Structure of a Persuasive Essay

Introduction

Counter-argument
Argument
Support

Counter-argument
Argument
Support

Counter-argument
Argument
Support

Conclusion
<table>
<thead>
<tr>
<th>Anecdote</th>
<th>At Centerville Middle School, a controversy is brewing. Walk down the hallways, and amidst a tranquil sea of khaki pants and navy blue polo shirts, the blades of a fuchsia mohawk cut through the peaceful learning environment.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hyperbole</td>
<td>For the past 300 years in this country, schools have been crushing the artistic freedom of students with oppressive dress codes!</td>
</tr>
<tr>
<td>Brief history</td>
<td>The earliest recorded use of capital punishment occurred in Egypt in 16th Century BC. As the British colonized in many parts of the world in 450 BC, the death penalty continued was enforced on the condemned.</td>
</tr>
<tr>
<td>Facts, data, or statistics</td>
<td>According to Amnesty International, 21 countries around the world use capital punishment and an additional 63 countries enacted death sentences. However, 140 countries have abolished the death penalty.</td>
</tr>
<tr>
<td>Alliterative Phrase</td>
<td>Timeless. Tasteful. Tried and true. The traditional school uniform is the foundation of a true learning environment.</td>
</tr>
<tr>
<td>Quotation, expression, or proverb</td>
<td>“Give me liberty or give me death.”</td>
</tr>
</tbody>
</table>
A thesis statement is always one sentence that includes the topic, your assertion (belief) about the topic, a course of action, and the reason for the course of action.

Example:

• Private gun ownership should be legal because it increases the safety of individual citizens.

• Governments should increase buyers’ motivation to purchase battery-operated cars because of their fuel efficiency.

• Following a traditional Greek diet can help you lose weight and build health.
Body Paragraphs

When writing the body paragraphs, writers usually present counter argument first and then their own argument. You can introduce the counterargument and argument with the following phrases:

<table>
<thead>
<tr>
<th>Counterargument</th>
<th>Argument</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some people believe . . .</td>
<td>However, it must also be recognized that . . .</td>
</tr>
<tr>
<td>While it is true that . . . ,</td>
<td>it can also be argued that . . .</td>
</tr>
<tr>
<td>Although many people claim that . . . ,</td>
<td>one can also argue that . . .</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Writers use different types of support to argue or prove their points. The type of support a writer uses will depend on the topic, the audience, and the assignment. Of course, writers can use more than one kind of support in an essay.

**Expert opinion:** The writer tells another person’s opinion. The other person should know a lot about the topic or have some personal experience that is relevant.

**Examples:** The writer describes an instance of something to illustrate the point.

**Analogy:** The writer compares the situation to another similar situation.

**Facts and statistics:** The writer uses true statements or numbers to prove the idea. Often this information comes from other sources, such as books, newspapers, or Web sites.

**Reason:** The writer uses reasoning or logic to argue the point.

**Emotion:** The writer makes an emotional appeal to the reader.
Supporting Arguments

Logical Appeal (Logos)—Does the author’s proposal make sense?

Ethical Appeal (Ethos)—Is the author’s proposal the right thing to do?

Emotional Appeal (Pathos)—Will accepting the author’s proposal make me feel better?
Types of Supporting Arguments

Logos—an appeal to logic

- Often contain expert testimony
- Often contain statistical information
- Suggest that the product is the “logical” or “right” choice
Types of Supporting Arguments

Ethos—an appeal to do the “right” thing

http://en.wikipedia.org/wiki/Uncle_Sam

http://marvel.com/images/gallery/story/15172/images_from_own_a_piece_of_the_captain_america_movie/image/857368
Types of Supporting Arguments

Pathos—an appeal to the emotions

http://46664.net/56/aspca-the-american-society-for-the-prevention-of-cruelty-to-animals/
Not all emotional arguments are sad!

http://www.time.com/time/business/article/0,8599,1912454,00.htm

Counter Arguments
Address Reader Objections

- Oil companies should not be allowed to drill for oil in Alaska.
- Schools should make overweight students eat diet meals for school lunch.

http://factbank.blogspot.com/2012/05/alaska-facts.html
http://www.heart.org/HEARTORG/GettingHealthy/Overweight-in-Children_UCM_304054_Article.jsp
Conclusion
Restate the Thesis and Commentary

• Final thoughts
• Predictions
• Final reflections
• A call to action

http://www.huffingtonpost.com/2012/01/16/i-have-a-dream-speech-text-martin-luther-king-jr_n_1207734.html
When writing persuasively, always remember the interaction between the writer and the reader. The writer is trying to persuade a reader who may be enthusiastic or resistant or simply disinterested. Persuasive writing must be well organized, but it must also hook the reader, and then keep him or her engaged with creative and authentic word choice.