

PERSUASIVE WRITING

Definition: A written work in which a writer presents a case for or against a particular position.

Writer's purpose:

- to inform
- to entertain
- to shape a view point
- to argue for or against a position

(Your purpose in writing a persuasive essay is to convince readers of your opinion.)

Audience: The audience is YOUR READERS!

(Knowing who they are will help determine the best language and evidence to use to achieve your purpose.)

Types of Support:

- Logical arguments
- Statistics
- Expert opinions
- Personal observations

Nestorian Order: Ending the argument with the strongest point...*saving the best for last.*