

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.*

PERSUASIVE WRITING P.2

Persuasive Techniques:

- Logical arguments: present logical arguments to earn the reader's trust
- Appeal to basic values: vocabulary helps to bring this point across; for example, the word *wasteful* appeals to the value of thrift and *equality* to the value of justice.
- Appeal to emotions : This may come in the form of a story or a vivid image...tugging at the heart strings or providing startling information are effective ways to accomplish this.
- Repetition and parallelism:
 - *Repetition of words to create an effect and bring a point home
 - * The use of sentences with identical forms
- Charged words: These may have strong positive or negative connotations. Tone words will be very helpful in this type of essay.