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.

http://www.zazzle.com/change_we_can_believe_in_poster-228719897857931246
http://www.zazzle.com/miss_me_yet_george_bush_billboard_postcard-239692539098458593
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 **supporting arguments** (logos, pathos, ethos) convince the reader that the thesis is correct
- Remember **counter arguments** respond to reader concerns and objections
- The **conclusion** restates the thesis (comes back to the point)
<table>
<thead>
<tr>
<th>Lead / Hook</th>
<th>Grab the Reader’s Attention</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Anecdote (narrative vignette)</strong></td>
<td>I walked proudly through the hallways of AMS, my new blue mohawk glistening magnificently in the florescent lighting of the hallway, but then I saw Mr. Caruthers. I felt the wax in my hair start to melt.</td>
</tr>
<tr>
<td><strong>Question</strong></td>
<td>Do schools have the right to tell kids how to dress?</td>
</tr>
<tr>
<td><strong>Hyperbole</strong></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><strong>Setting</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Alliterative Phrase</strong></td>
<td>Timeless. Tasteful. Tried and true. The traditional school uniform is the foundation of a true learning environment.</td>
</tr>
<tr>
<td><strong>Quotation</strong></td>
<td>“Give me liberty or give me death.”</td>
</tr>
</tbody>
</table>
Thesis and Preview

A thesis statement is always one sentence that states your assertion (belief) about a topic. A thesis statement usually includes a preview (brief look at your arguments).

(I believe) ____________________________ because of argument 1, argument 2, and argument 3.
# Text Structure of a Persuasive Essay

**Introduction & Thesis:**
Hook the reader (question, shocking statistic, quote, etc.) & “I believe _____ because …”

<table>
<thead>
<tr>
<th>Argument 1:</th>
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</thead>
<tbody>
<tr>
<td>Support</td>
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<table>
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<th>Argument 2:</th>
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<tbody>
<tr>
<td>Support</td>
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<td>Support</td>
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<td></td>
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<td>Support</td>
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</tbody>
</table>

**Conclusion & Commentary:**
Restate position & appeal to logic, emotion, or ethics
Which of the following is a good thesis statement?

- I believe we must stop wasting food now!
- The problem of food waste can easily be solved by implementing three simple steps: reduce, reuse, recycle.
- If you aren’t reducing, reusing, and recycling, you should.
- I believe wasting food is a huge problem. We need to reduce our food waste. For example, make a shopping list before you go to the store, and only buy things you truly need. You shouldn’t buy a gallon of milk if you are only going to drink a quart of it during the week. Who cares if the gallon size is on sale?
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!
Counter Arguments
Acknowledge 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

• ... And when this happens, when we allow freedom to ring, when we let it ring from every village and every hamlet, from every state and every city, we will be able to speed up that day when all of God's children, black men and white men, Jews and Gentiles, Protestants and Catholics, will be able to join hands and sing in the words of the old Negro spiritual, "Free at last! free at last! thank God Almighty, we are free at last!"

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.
Audience and Author’s Purpose

• Remember the use of texting language in persuasive writing is not appropriate.
• A formally written response is more credible than a response written in texting language.
• Ex: LOL u r so right! vs. I agree that recycling is a great way to reduce food waste.