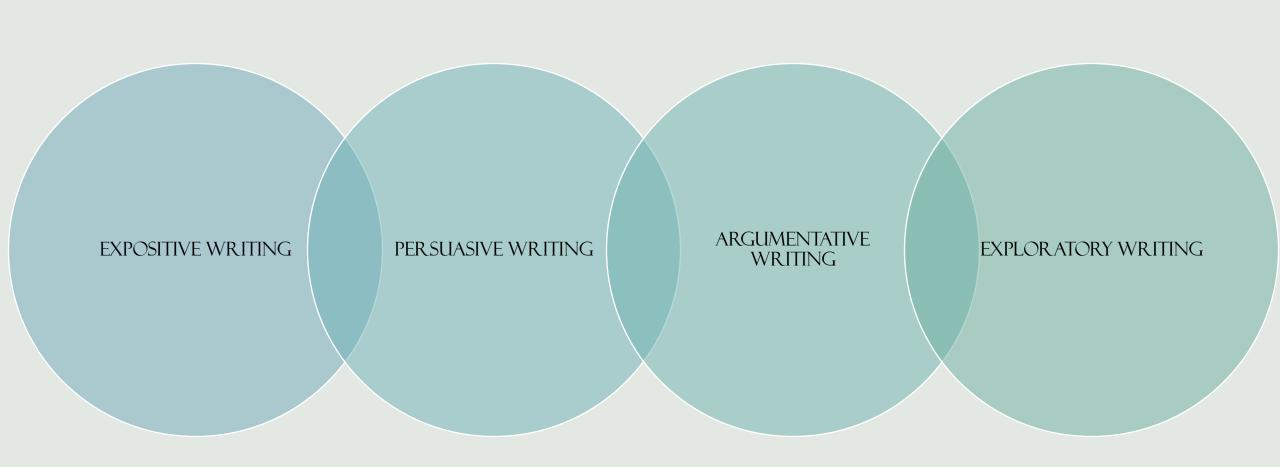
ADVANCED COMMUNICATION SKILLS

Unit 4

ARGUMENTATIVE WRITING

SIMILAR KINDS OF WRITING – WHAT'S THE DIFFERENCE BETWEEN THE THREE?



PERSUASIVE VS ARGUMENTATIVE

Within persuasive writing, the author presents one side of a topic or issue. There is little to no acknowledgment of the opposition. That's one of the biggest differences between the persuasive and other kinds of writing



Argumentative writing is not about winning to "get" something, but rather giving the reader another perspective to consider on a debatable topic.



When introducing argumentative writing to students, describe it as a debate on paper—with both sides represented by facts, evidence, and relevant support. It's similar to the closing ARGUMENTS IN A COURT CASE. STUDENTS have to perform a similar role in their writing; they have to be both the prosecutor and the defense attorney. They have to roll out the key facts of the case, the issue, for both sides. Although they are definitely more for one side, their writing has to include valid points from the other side.

UNDERSTANDING ARGUMENTATIVE WRITING

To introduce argumentative writing is to reveal two essays on the same topic-one that's written persuasively and one that's written argumentatively.

Before writing arguments with two sides REPRESENTED -Read both essays and highlight every sentence as either a claim helping the writer's argument or a valid counterclaim from the opposition

Students will quickly see that argumentative writing is more balanced and offers facts on both sides, whereas persuasive is all me and what I want.

Studying a persuasive and argumentative piece on the same topic helps see the subtle, but significant differences between them.

TEACHING THE ARGUMENTATIVE STANDARD

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	Opinion Writing	Persuasive Writing	Argumentative Writing	
PURPOSE	The writer aims to share his opinion or preference.	The writer aims to get the reader to agree with him/his perspective.	ee with him/his The writer aims to get the reader to accept his perspective/his side as truth.	
GENERAL TECHNIQUE	The writer states what he thinks and why he thinks it.	Opinions are blended with facts, all in an attempt to convince the reader that the writer is "right."	Relevant reasons and credible data are blended to demonstrate the writer's argument as valid.	
AUDIENCE	The writer seeks to be heard and wants to share his ideas/opinions. He is not concerned with getting something; he wants to voice his thoughts.	The writer needs an intended audience to address his request or need to. Who can give him what he wants?	To write an argument, the writer doesn't need an intended audience. The writer is satisfied with simply "putting the truth out there."	
POINT OF VIEW	Because the writer is predominantly concerned with stating his opinion, first-person (i.e., I) is always used.	Since the writer is communicating directly to a person, group, or organization, it's common to use first-person (i.e., I) and second-person (i.e., you) point of view.	With no specific audience in mind, this more formal writing addresses the multiple sides of an issue using the more objective third-person point of view.	
ATTITUDE	Opinion writers are excited about their own ideas and eager to share them with whomever will listen.	Persuasive writers "go after" their readers more aggressively. They consider the emotional strategy that will work best on their audience (e.g., manipulation, motivation, inspiration, etc.). Persuasive writing is personal, passionate, and emotional. Argumentative writers maintain a to and reasonableness. Their attitude is tactful, and formal.		
PERSPECTIVES PRESENTED	Opinion has a single-minded goal— Tell the reader what you think. (See the one-sided scale above.)	Persuasion has a single-minded goal— Get what the writer wants. It is based on the writer's personal conviction that his way of thinking is the best. Consequently, the writer's viewpoint is typically the only one presented. (See the lopsided scales above.)	within a pro/con piece. (See the more balanced scales above.) This demonstrates the writer as a fair-minded	
STARTING POINT	Pick a topic. Decide what you think. Write, draw, or talk about it.	1. Pick a topic of interest. (What do you want?) 2. Choose a side to "fight" for. 3. Start writing. 1. Conduct initial research on a debate 2. Align with the strongest side. 3. Continue gathering facts and resea		
SUPPORT	Opinion pieces rely solely on opinion and feelings.	Persuasive pieces rely almost solely on opinions and feelings. The writer uses his own passion and/or plays off reader emotions to get what he wants. The audience agrees with the writer because of strong emotional	Arguments rely on logical reasons that are all substantiated by facts, data, expert quotes, and evidence. The audience agrees with the writer because of the strong logical appeals.	

TEACHING ARGUMENT WRITING BY GORGE HILLOCKS

A persuasive (opinion) essay, you can select the most favorable evidence, appeal to emotions, and use style to persuade your readers. Your single purpose is to be convincing." (Actually, there Hillocks, p. xvii, is quoting Kinneavy & Weaver, 1993.)

"Argument, on the other hand, is mainly about logical appeals and involves claims, evidence, warrants, backing and rebuttals...Argument is at the heart of critical thinking and academic discourse..." (Hillocks, 2011)

ARGUMENTATIVE ESSAY

VERSUS

PERSUASIVE

COMPARING THE 2 TYPES OF ESSAYS

Attempts to
convince the readers
to accept the
writer's idea as
true by using
statistics, facts and
figures, etc.

Based on logic and reason

Acknowledges opposing views.

Appeals to the minds of the readers.

Writer needs to do a thorough research before starting.

Writer does not need to have knowledge about the audience. Attempts to convince the readers to agree with the writer, by using emotions, personal ideas, etc.

Based on emotions, personal opinions.

May not acknowledge opposing views.

Appeals to the hearts of the readers.

Writer can write without doing much research..

Writer should have certain knowledge about the audience.

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Persuasive Essay: Animal Testing

Animal testing has benefited human health. People do not contract polio anymore because of a vaccine tested on animals. Advances in antibiotics, insulin, and other drugs have been made possible through research done on animals. Animal testing should continue to benefit medical research.

In order for scientists to create new drugs, they have to be able to test them. Scientists have found that many animals have similar physical processes to humans. Watching how a new drug affects an animal makes it possible to find out how new drugs might affect the human body.

The cost of animal testing makes it an affordable option. Laboratory animals are in abundance. It is easy to breed rats and other animals and to keep them in labs.

Animal testing saves human lives. It would be wrong to test new drugs on humans. How many people would die because doctors could not administer medication before compiling all the information about a new drug? When surveyed, 99% of all active doctors in the United States stated that animal research has paved the way to many medical advancements. An impressive 97% of doctors support the continuous use of animals for research.

Animal testing should be continued for medical research. It provides a safe method for drug testing that is inexpensive and easy to maintain. Doctors endorse the usage of animals for testing. It is possible that the cure for AIDS could come about through animal testing.

Color Key = Claim (my side, the "right" side) = Counterclaim (the "other" side, the "wrong" side.

Argumentative Essay: Animal Testing

Medical research involving animals has dramatically improved the health of the human race. Without animal testing, the cure for polio would not exist and diabetics would suffer or die from their disease. Despite these benefits, some people believe that animals should be not be used for testing medical techniques and drugs. This essay will outline the advantages of animal testing.

Animal testing allows scientists to test and create new drugs. Animals such as monkeys or rabbits have similar physical processes to humans. This allows scientists to test the effects of certain drugs. If a drug produces adverse effects in animals, it is probably unfit for human use.

Animal testing is cheap. There is a large supply of animals for medical research. Animals are easily bred and maintained safely in controlled labs. The costs of testing on humans would be extremely high.

Many people argue that animal testing is cruel. In some cases, this is true. However, it would be much more cruel to test new drugs on people or children, or to let people die because there was not enough information about a drug. Furthermore, legislation in most countries sets standards for animal treatment, and laboratories have guidelines to prevent cruelty.

Opponents of animal research also say that information from animals does not apply to humans. They point to certain commercial drugs, which have been withdrawn because of side effects in humans. While it is true that animal systems differ from human systems, there are enough similarities to apply information from animals to humans.

Animal rights campaigners claim that we don't need new tests because we already have vast amounts of information. However, many new deadly infections appear every year and new treatments and drugs are needed to combat these deadly plagues.

Animal testing is needed in the world we live in. Our responsibility is to manage the animals in our care and balance their suffering against the good that comes from them.

PERSUASIVE VS ARGUMENTATIVE

Persuasive Essay: Animal Testing

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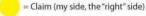
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EXPOSITORY ESSAY



EXPOSITORY ESSAY VS ARGUMENTATIVE ESSAY (THEY ARE VERY SIMILAR)

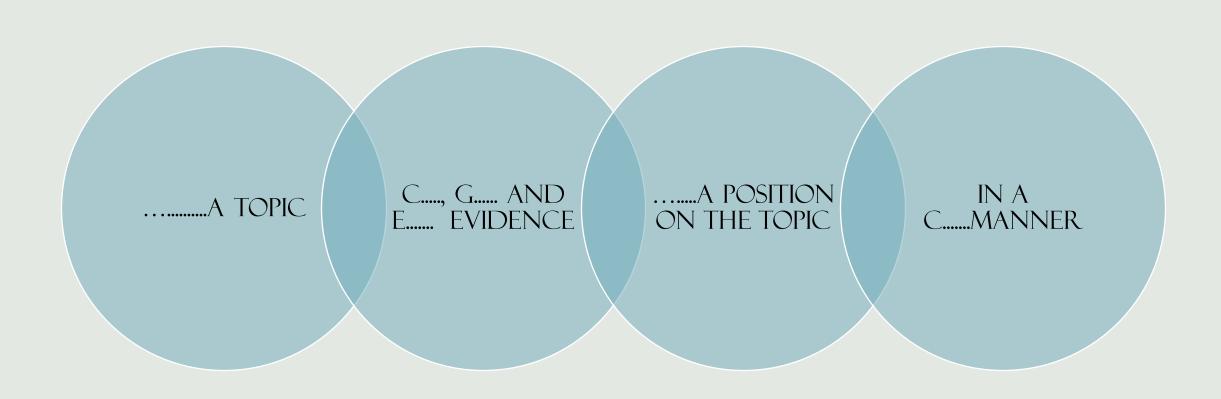
Expository essays involve less research and are shorter in length.

Expository essays are often used for in-class writing exercises or tests, such as the GED or GRE.

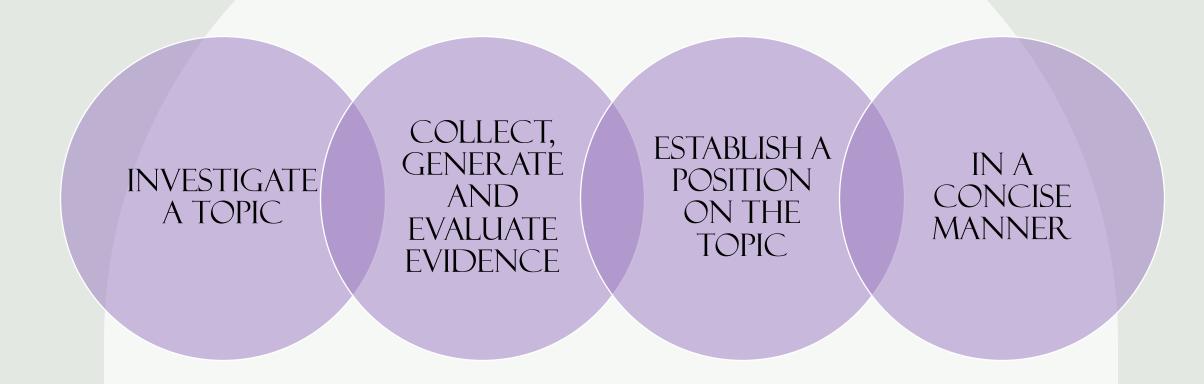
Argumentative essay involves has a fair amount of pre-writing (invention) and research involved.

The argumentative essay is commonly assigned as a capstone or final project in first year writing or advanced composition courses and involves lengthy, detailed research.

WHAT DOES ARGUMENTATIVE ESSAY INVOLVE?



WHAT DOES AN ARGUMENTATIVE ESSAY INVOLVE?





Empirica	1 research	may be	carried	out where
students	collect da	ta throu	igh	

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RESEARCH THROUGH

Empirical research may be carried out where students collect data through

Interviews

Experiments

Surveys.

Observations

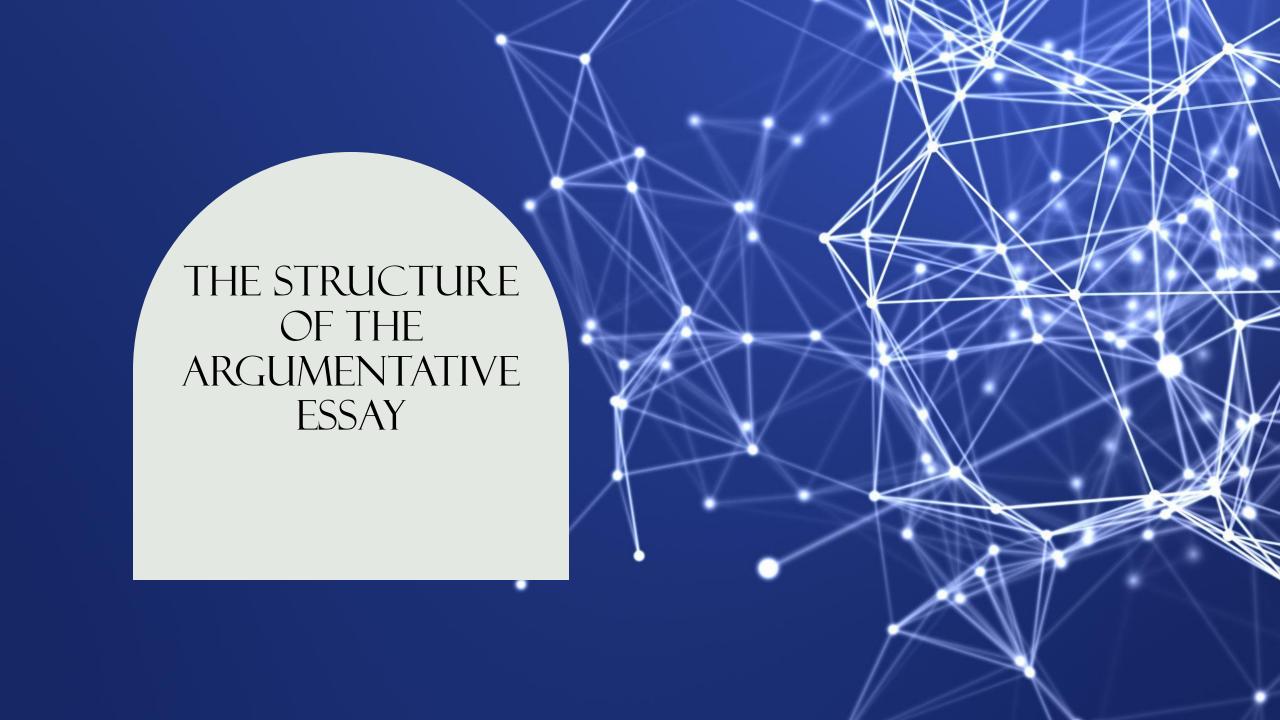
THE ESSAY SHOULD HAVE

Extensive research of literature or previously published material.

Argumentative assignments may also require empirical research where the student collects data through interviews, surveys, observations, or experiments.

Detailed research allows the student to learn about the topic and to understand different points of view regarding the topic so that she/he may choose a position and support it with the evidence collected during research.

Regardless of the amount or type of research involved, argumentative essays must establish a clear thesis and follow sound reasoning.



STRUCTURE HAS 5 COMPONENTS

A clear, concise, and defined thesis statement that occurs in the first paragraph of the essay.

Clear and logical transitions between the introduction, body, and conclusion.

Body paragraphs that include evidential support.

Evidential support (whether factual, logical, statistical, or anecdotal).

A conclusion that does not simply restate the thesis, but readdresses it in light of the evidence provided.

A CLEAR, CONCISE, AND DEFINED THESIS STATEMENT THAT OCCURS IN THE FIRST PARAGRAPH OF THE ESSAY. In the first paragraph of an argument essay, students should set the context by reviewing the topic in a general way.

Next the author should explain why the topic is important (exigence) or why readers should care about the issue.

Lastly, students should present the thesis statement.

It is essential that this thesis statement be appropriately narrowed to follow the guidelines set forth in the assignment. This is a very important part of writing the essay.

Transitions are the mortar that holds the foundation of the essay together.

CLEAR AND LOGICAL TRANSITIONS BETWEEN THE INTRODUCTION, BODY, AND CONCLUSION. Without logical progression of thought, the reader is unable to follow the essay's argument, and the structure will collapse

Transitions should wrap up the idea from the previous section and introduce the idea that is to follow in the next section.

BODY PARAGRAPHS THAT INCLUDE EVIDENTIAL SUPPORT

Each paragraph should be limited to the discussion of one general idea.

This will allow for clarity and direction throughout the essay.

In addition, such conciseness creates an ease of readability for one's audience.

It is important to note that each paragraph in the body of the essay must have some logical connection to the thesis statement in the opening paragraph.

Some paragraphs will directly support the thesis statement with evidence collected during research.

It is also important to explain how and why the evidence supports the thesis (warrant).

VOICING CONFLICTING OPINIONS

01

However, argumentative essays should also consider and explain differing points of view regarding the topic.

02

Depending on the length of the assignment, students should dedicate one or two paragraphs of an argumentative essay to discussing conflicting opinions on the topic. 03

Rather than explaining how these differing opinions are wrong outright, students should note how opinions that do not align with their thesis might not be well informed or how they might be out of date

EVIDENTIAL SUPPORT (WHETHER FACTUAL, LOGICAL, STATISTICAL, OR ANECDOTAL)

The argumentative essay requires well-researched, Some factual, logical, statistical, accurate, detailed, and current or anecdotal evidence should information to support the support the thesis. thesis statement and consider other points of view. A successful and well-rounded However, students must argumentative essay will also consider multiple points of view discuss opinions not aligning when collecting evidence. with the thesis. It is not the student's job to point out how other positions It is unethical to exclude are wrong outright, but rather evidence that may not support to explain how other positions the thesis. may not be well informed or up to date on the topic.

A CONCLUSION THAT DOES NOT SIMPLY RESTATE THE THESIS, BUT READDRESSES IT IN LIGHT OF THE EVIDENCE PROVIDED.

This is the portion of the essay that will leave the most immediate impression on the mind of the reader. Therefore, it must be effective and logical.

Do not introduce any new information into the conclusion; rather, synthesize the information presented in the body of the essay.

Restate why the topic is important, review the main points, and review your thesis.

You may also want to include a short discussion of more research that should be completed in light of your work.

COMPLETENESS OF THE ARGUMENT

01

Think of it as a conversation or debate with a classmate

02

the argumentative essay must be complete, and logically

03

No room for any doubt as to its intent or argument.

THE FIVE PARAGRAPH ESSAY – A COMMON METHOD OF WRITING THE ARGUMENTATIVE ESSAY

01

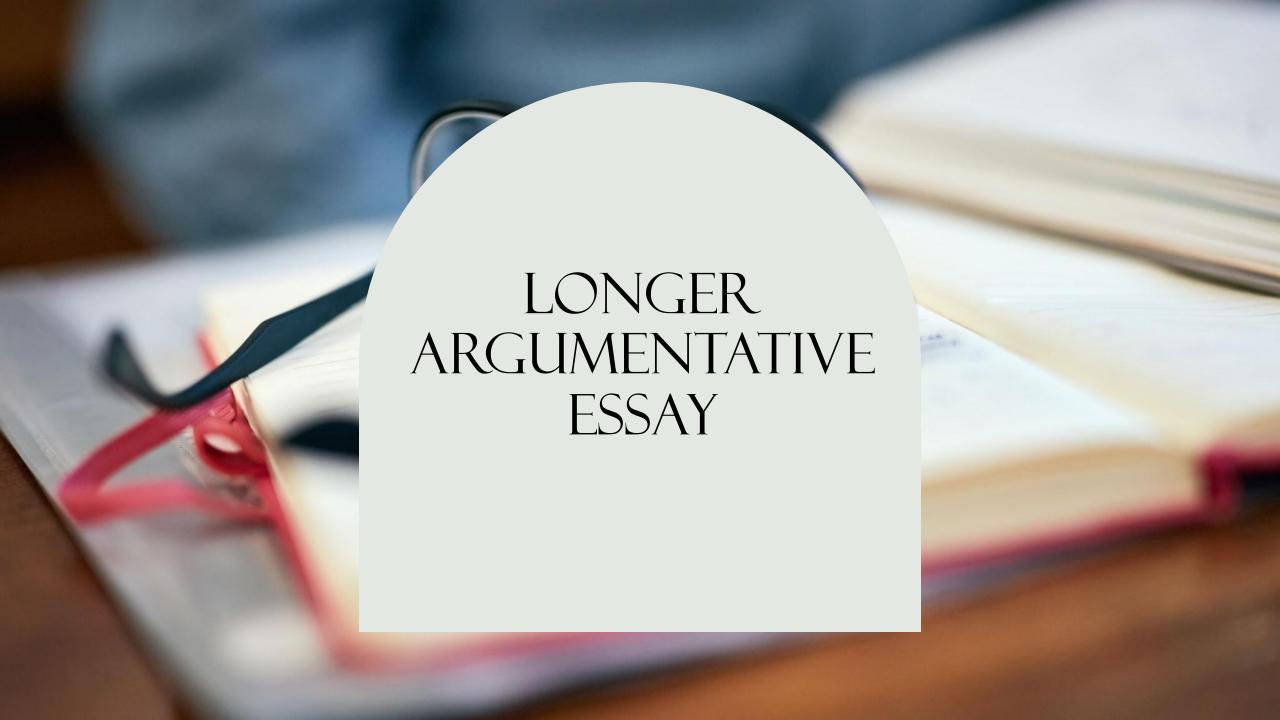
(A)THE method consists of AN INTRODUCTORY PARAGRAPH

02

(B) three evidentiary body paragraphs that MAY INCLUDE DISCUSSION OF OPPOSING VIEWS

03

(C)CONCLUSION

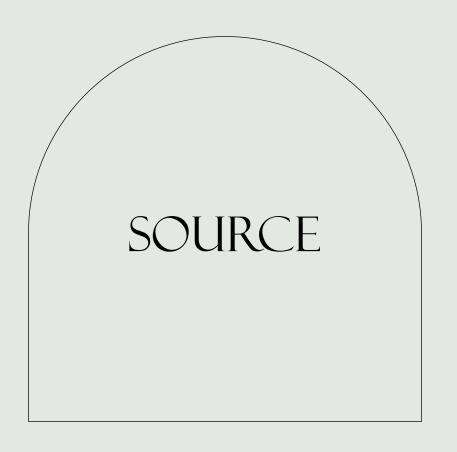


LONG ESSAYS

Complex issues and detailed research call for complex and detailed essays.

Argumentative essays discussing a number of research sources or empirical research will be longer than five paragraphs.

Authors may have to discuss the context surrounding the topic, sources of information and their credibility, as well as a number of different opinions on the issue before concluding the essay.



- The content of the slides were taken from the following websites
- https://owl.purdue.edu/owl/general_writing/argumentative/argumentative/argumentative/argumentative/argumentative/argumentative%20essay,topic%20in%20a%20concise%20manner.
- https://www.smekenseducation.com/argu mentative-v-persuasive-writ0/