# Persuasive and Argumentative Essays

**■** There are 2 main methods of presenting an argument:

- The balanced view:
- argumentative essay

- The biased view:
- persuasive essay

	PERSUASIVE WRITING	ARGUMENTATIVE WRITING
PURPOSE	The writer aims to get the reader to agree with him/his perspective.	The writer aims to get the reader to accept his perspective/his side as truth.
GENERAL TECHNIQUE	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 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."

	Persuasive	Argumentative
POINT OF VIEW	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	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 tone of fairness and reasonableness. Their attitude is respectful, tactful, and formal.
PERSPECTIVES	Persuasion has a single-minded goal—Get	Argumentative writing acknowledges
PRESENTED	what the writer wants. It is based on the	opposing views within a pro/con piece.
	writer's personal conviction that his way of	This demonstrates the writer as a fair-
	thinking is the best. Consequently, the writer's	minded person and gives him the
	viewpoint is typically the only one presented.	opportunity to counter these
		perspectives with more logic, reasoning,
		and proof.

		Persuasive Essay	Argumentative Essay
	STARTING POINT	<ol> <li>Pick a topic of interest. (What do you want?)</li> <li>Choose a side to "fight" for.</li> <li>Start writing</li> </ol>	<ol> <li>Conduct initial research on a debatable topic.</li> <li>Align with the strongest side.</li> <li>Continue gathering facts and research.</li> </ol>
	SUPPORT	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 appeals.	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.
	TONE	The tone is emotionally charged and more aggressive.	There is a calmer tone of just trying to get the reader to acknowledge the author's side is worthy of consideration.

#### THE ARGUMENTATIVE ESSAY

- If the essay title begins
- Give the arguments for and against...
- Assess the importance of...
- Examine the arguments for and against...
- What are the advantages and disadvantages of...?
- Evaluate...
- Critically examine the statement that...
- To what extent is...true?
- or even just the word
- Discuss...

#### THE ARGUMENTATIVE ESSAY

**■** Then it is clear that...

a balanced essay is required.

- That is to say,
- you should present both sides of an argument, without necessarily committing yourself to any opinions,
- which should always be based on evidence,
- until the final paragraph.

#### THE ARGUMENTATIVE ESSAY

#### **INTRODUCTION**

■ Introduce the argument to the reader —e.g. why it is a particularly relevant topic nowadays

#### **BODY PARAGRAPHS 1, 2...**

Reasons in favour of the argument

#### **BODY PARAGRAPHS 3, 4...**

Reasons against the argument

#### **Body Paragraph 5**

Concession paragraphs. address counter arguments in a paragraph explaining why your position is a better one.

#### **CONCLUSION**

After summarising the two sides, state your own opinion, and explain why you think as you do

#### THE PERSUASIVE ESSAY

- This second type of essay involves
- stating your own point of view immediately & trying to convince the reader
- by reasoned argument that you are right.
- Perhaps the essay title will begin with something like:
- Give your views on...
- What do you think about...?
- Do you agree that...?
- Consider whether...

#### THE PERSUASIVE ESSAY

#### **INTRODUCTION**

Introduce the topic briefly in general terms & then state your own opinion. Explain what you plan to prove in the essay.

#### BODY PARAGRAPHS 1, 2, 3

Reasons for your argument; the arguments to support your own view, with evidence and examples.

#### **CONCLUSION**

■ Do not repeat your opinion again. End your essay with something memorable —e.g. a quotation or a direct question.

### **Organization Patterns**

**Pattern 1**: Using only support points that argue for your point of view

Topic Sentence Con Item

> Con Item Conclusion Con Item

> > Con Item

Example

Fact Consequence Conclusion

Conclusion

#### Pattern 1 Persuasive Paragraph: Against Nuclear Energy (Con-List Items)

Nuclear energy should not be restored because of radioactive waste disposal problems and the possibility of a nuclear reactor accident. One of the problems with nuclear energy is waste management. Radioactive waste can remain dangerous for thousands of years; therefore, safe disposal sites must meet rigid safety standards to keep the public safe. Sites must be deep in the ground to shield the public from possible radiation exposure, and the sites must be immune to earthquake damage. Such sites are hard to find and expensive to maintain. In addition to the waste disposal problem, nuclear accidents pose a real danger to people living near nuclear reactors. In 1986, in the Ukrainian town of Chernobyl, a nuclear reactor accident put thousands at risk of radioactive poisoning. A radiation cloud spread over northern Europe and Great Britain. Thirty-one Soviet citizens died, and over 100,000 had to be evacuated from surrounding areas. The dangers involved in the long-term control and management of such a volatile substance as radioactive materials make it a very risky proposition. Until more trustworthy safeguards can be developed in both the operation and waste disposal of radioactive substances, nuclear energy should remain a thing of the past.

## Pattern 2: Stating only your opposition's support points and arguing against them

Topic Sentence Opposition/Argument

Answering Opposition
Using a Fact
Consequence
Opposition/Argument

Answering Opposition (Fact)

Possible Consequence

Possible Consequence

Conclusion

### Pattern 2 Persuasive Paragraph: Arguing Against the Opposition (Pro-List Items)

Despite the possible benefits to society, nuclear energy should not be restored as a fuel source. Many scientists and researchers claim nuclear energy is desirable as an energy source because it creates enormous amounts of power from small resources. Although this may be true, there are other costs that outweigh the purely monetary. In 1986, in the Ukrainian town of Chernobyl, a nuclear reactor accident killed 31 Soviet citizens and caused 100,000 people to be evacuated. A radioactive cloud covered much of northern Europe and Great Britain. Military leaders in Washington, D.C. state that a nuclear energy industry will also ensure a continuous source of radioactive material necessary to maintain our nuclear weapons arsenal for the defense of the nation. However, every year there are reports of nuclear by-products missing from government inventories. Terrorist enemies of the United States could use this material to build nuclear weapons with which to threaten us. Also, the plans for building, running, and producing nuclear reactors for energy could be used to produce materials for making nuclear weapons and might be stolen and used by unfriendly nations. The potential for disaster far outweighs the potential benefits coming from a nuclear energy industry. Nuclear energy is not a safe or practical energy source.

**Pattern 3**: alternating use of support points fro your side of the argument and listing your opponent's points and arguing against them; this is a hybrid of patterns 1 and 2

ar energy is not a suit or practical energy source.

Pattern 3 Persuasive Paragraph: Alternating Your Points with Arguing Against the Opposition's Points (Pro- and Con-List Items)

Topic Sentence Con Item Con Item Conclusion Despite the possible benefits to society, nuclear energy should not be restored as a fuel source. One of the problems with nuclear energy is waste management. Radioactive waste can remain dangerous for thousands of years; therefore, safe deposit sites must

Opposition/Argument

Answering Opposition Using a Fact

Consequences

Opinion Answering Opposition (Fact)

> Possible Consequence Opposition/Argument

Answering Opposition (Opinion)

Conclusion

meet rigid safety standards to keep the public safe. Sites must be deep in the ground to shield the public from possible radiation exposure, and the sites must be immune to earthquake damage. Many scientists and researchers claim nuclear energy is desirable as an energy source because it creates enormous amounts of power from small resources. Although this may be true, there are other costs that outweigh the purely monetary. In 1986, in the Ukrainian town of Chernobyl, a nuclear reactor accident killed 31 Soviet citizens and caused 100,000 people to be evacuated. A radioactive cloud covered much of northern Europe and Great Britain. Nuclear weapons proliferation is another problem if nuclear energy production is increased. Every year there are reports of nuclear by-products missing from government inventories. Terrorist enemies of the United States could use this material to build nuclear weapons with which to threaten our security. Economists like to say that increasing the nuclear energy industry will create more high-tech jobs, but the same industry will cause widespread unemployment in traditional fossil fuel industries, such as coal, oil, and gas. The potential for both disaster and a negative impact on the economy should convince lawmakers to prohibit the return of nuclear energy as a fuel source.

### Writing persuasive/Argumentative Essay

1. **Research:** To be valid, an opinion or point of view must be supported by <u>facts</u> and <u>information</u>.

Once you know what you will write about, you will need to do research on the topic.

Research through interviewing people, or reading newspaper, book, journal or Internet articles.

- 2. **Thesis Statement**: states your position on the topic & sets up the structure for the paper.
- 3. Support the Thesis: Support your thesis with three reasons. Write down each of the three main reasons that support your belief on a separate piece of paper. These are your arguments.
- 4. Counter Arguments: Every controversial issue has two sides. Once you can support your position with research, you need to explore what others think.

### Writing persuasive/Argumentative Essay

- 5. Prepare your arguments: Look at the three main reasons for your opinion. What <u>objections</u> would others have to each of your reasons? Write these down under each of your reasons. Now you have *three arguments* and *three counter-arguments*.
- 6. Answer counter Arguments: Write your answers down under the counter arguments. Now you have the raw material for each paragraph of the argumentative essay.

#### Debatable thesis statement

your thesis will need to have a claim that is debatable – not one that is obvious. Here are some examples:

- Junk food is bad for your health is not a debatable thesis. Most people would agree that junk food is bad for your health.
- Because junk food is bad for your health, the size of sodas offered at fast-food restaurants should be regulated by the federal government is a debatable thesis. Reasonable people could agree or disagree with the statement.
- ► <u>Federal immigration law is a tough issue</u> about which many people disagree is not an arguable thesis because it does not assert a position.
- ► Federal immigration enforcement law needs to be overhauled because it puts undue constraints on state and local police is an argumentative thesis because it asserts a position that immigration enforcement law needs to be changed.

- 1. Examine these working thesis statements. All of these are problematic in some way. What advice would you give the writer? Are the thesis statements debatable? Are they too obvious or too general? Do they use too much "writing about writing," hedging, or redundancy? With your partner, write an improved thesis statement for each example.
  - 1. Prisons in the United States are overcrowded.
  - 2. In the following essay, I will discuss the problem of overcrowding in U.S. prisons, and I will propose solutions for this problem.
  - 3. According to my opinion, firefighters and other first responders should have better salaries and health care.
  - 4. Health care providers often suffer from stress because they are overworked and underpaid.
  - 5. I think that students should be allowed to use cell phones in their classes.
  - It might be a good idea for children to have pets.
  - American pre-schoolers eat too much sugar.
  - 8. There are many causes and effects of climate change, which I will discuss in the following paper.

- 1. The overcrowded US jails are the only source of the increasing crime rate in the country.
- 2. Overcrowded jails cause more trouble than solution, so the mandatory sentences should be revised for leniency to solve the jail issues.
- 3. Capital punishment is the solution for the over crowded jails in US.
- 4. Prison overcrowding proves the failure of the justice system.
- 5. American pre-schoolers eat too much sugar, so the government should plan on including more nutritious lunch menu.

Argument – paragraphs which show support for the author's thesis (for example: reasons, evidence, data, statistics)

#### **Counter Argument:**

A strong Argument essay would not be complete with only your reasons in support of your position. You should also include a Counterargument, which will show your readers that you have carefully researched and considered *both sides* of your topic.

Here are some ways to introduce a Counterargument:

- Some people believe that vaping is not as harmful as smoking cigarettes.
- / Critics argue that vaping is safer than conventional cigarettes.
- On the other hand, one study has shown that vaping can help people quit smoking cigarettes.
- ► Your paragraph would then go on to explain more about this position; you would give evidence here from your research about the point of view that opposes your own opinion.

### **Balancing Emotional and Logical Appeals**

#### The Rhetoric of Persuasion

- Ethos (rhetorical credibility)
- Logos (logical reasons, evidence, proofs)
- Pathos (emotional appeals)

#### Ethos / Logos / Pathos

### Writers persuade by appealing to ETHOS, LOGOS and PATHOS.

- ETHOS: Credibility
  - Expertise & knowledge, experience, training, sincerity, etc.
- LOGOS: Reason
  - Clarity & rationality, specific details, facts, statistical data (numbers), expert testimony, etc.
- PATHOS: Emotion
  - Personal anecdotes, figurative language, "loaded" words (with strong connotations – positive or negative), vivid description, visual elements, etc.

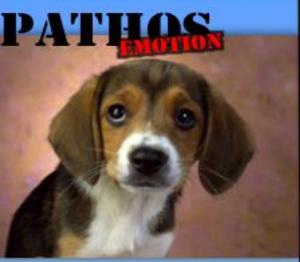
ETHOS	PATHOS	LOGOS
<ul> <li>SPEAKER</li> <li>Based on the character of the speaker</li> <li>People will listen to someone respectable</li> </ul>	• Appeals to the emotions of the reader/listener.	<ul> <li>CONTENT</li> <li>Logical appeal</li> <li>Make a claim and use reason and evidence to support it</li> </ul>
<ul> <li>Trustworthiness</li> <li>Credibility</li> <li>Experts</li> <li>Reliable</li> <li>Reputation</li> </ul>	<ul> <li>Higher emotions (love, fairness, love, pity, etc)</li> <li>Lower emotions (greed, lust, revenge, etc)</li> </ul>	<ul> <li>Facts</li> <li>Statistics</li> <li>Evidence</li> <li>Data</li> <li>Logical reasoning</li> <li>Proof</li> </ul>

### The Rhetorical Appeals





Audiences don't · Love respond well to . Pity overly emotional appeals. Strong • Patriotism readers to care . Hope about their subject · Jealousy matter by using . Anger diction, evidence, or claims that inspire emotions such as:



Strong writers . Case studies argument on a · Authority foundation of logic • Analogies using techniques

- build their . Cause-and-effect

  - such as: Statistics
    - · Anecdote



Character may almost be called the most effective means of persuasion.



Every action must be due to one or other of seven causes: chance, nature, compulsion, babit, reasoning, anger, or appetite.



The use of reason is more distinctive of a buman being than the use of his limbs.

### Advertisement as a form of Argument

because it has a famous person

selling mascara. It's julia Roberts.

Advertisement as a form of Argument						
Ethos	Pathos	Logos				
A form or argument based on character or authority.	A form or argument based on emotions: Fear, desire, sympathy, anger	A form or argument based on logic, facts and figures.				
How to identify Ethos in Ads:	How to identify Pathos in Ads:	How to identify Logos in Ads:				
<ul><li>l. endorsed by a celebrity</li><li>2. by someone in a uniform</li><li>3. by professional looking people.</li></ul>	I. Fear: "Get this or else"  2. Desire: Half naked people.  3. Empathy: sad kids or cute dogs  4. Hunger: Awesome looking food that looks way better than it does in real life.	<ul><li>I. Facts</li><li>2. Percentages</li><li>3. Lots of words &amp; information</li><li>4. Charts and figures</li></ul>				
This ad is an example of Ethos	This ad is an example of Pathos because we feel sympathy for the sad looking dog. They are selling me	This ad is an example of Logos because it has different plans listed with different prices so it's telling me facts about the phone.				

dog food.

### **Example**: Colgate Toothpaste

Ethos – I'm Beyoncé and when you get photographed as much as I do, you need to have a pearly white smile. That's why I only trust my smile to Colgate.

<u>Logos</u> – Colgate toothpaste is the only toothpaste that fights bacteria and plaque for 12 continuous hours. It's proven to help prevent the gum disease gingivitis.

<u>Pathos</u> – My little guy is growing up so quickly, and it's important the has a healthy smile for life. That's why he uses Colgate Toothpaste for Kids. A smile this adorable must be protected.

### Activity: Argumentative/ Persuasive?

■ 1. The best way to assess student progress and achievement is through course work, not with exams. **Discuss**.

■ 2. It is absolutely necessary to ask all students to pass a standardized test at the end of their secondary education to make sure that they have met the standards and that they are ready to enter university. To what extent is this true?

■ 3. 'Cloning research should not be restricted by governmental laws.' What are **your views** on this statement?

■ 4. The traditional nuclear family is the only effective way to raise children.

Do you agree?

### Activity: Argumentative/ Persuasive?

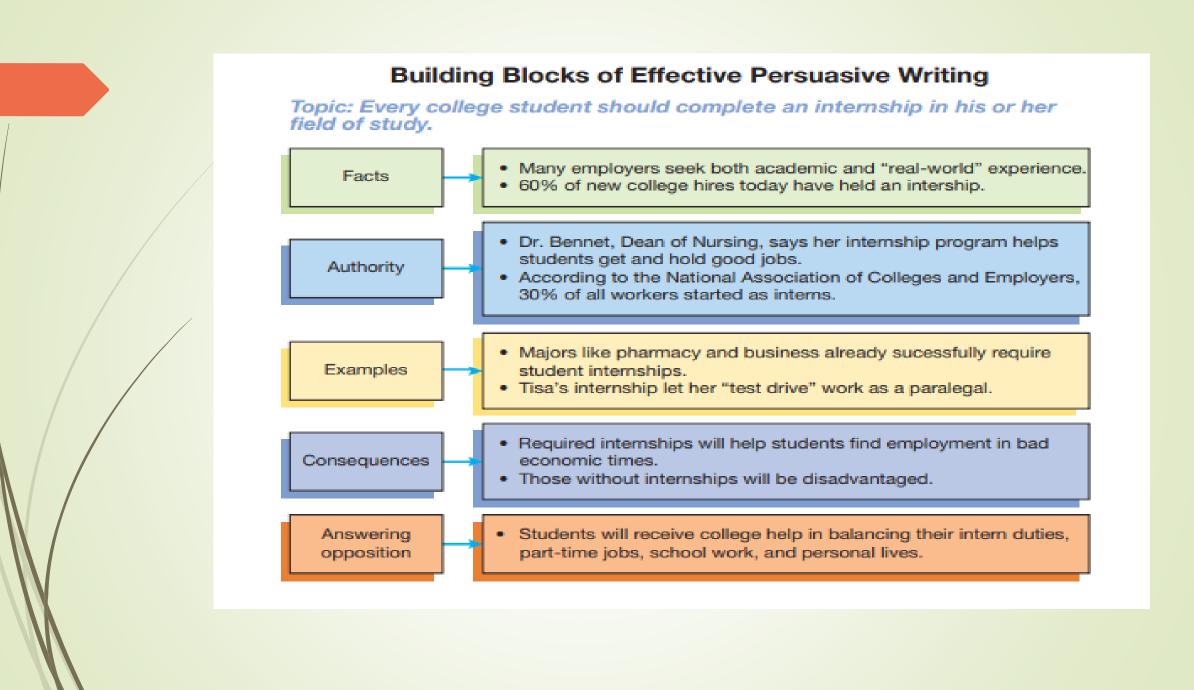
5. Physician-assisted suicide should be a legal option for terminally ill patients. Evaluate.

- 6. Do you agree that Genetic testing will not improve our quality of life and may result in discrimination, invasion of privacy, and harmful gene therapy?
- 7. The death penalty should be administered for particularly heinous crimes. **Discuss**.

8. **Do you agree** that animal testing is necessary to develop new medicines and advance scientific knowledge?

### Support in Persuasion Paragraph

- 1. **Answering the opposition**: the best way to persuade is to respond to an opponent's point. This shows your knowledge on the opponent's side.
- 2. Referring to an authority: an expert on the subject and could be used as unbiased opinion.
- 3. Predicting consequences: you point out the relationship that different things or events share and that could have an impact.
- 4. Presenting facts: facts are those things that actually exist or have existed.
- 5. Giving examples: can develop an idea quickly and clearly. They are used to clarify, illustrate, or make concrete general idea about the subject.



Thesis Statements:

- 1. Vaping should be illegal because it can lead to serious health problems.
- 2. Online classes are a better option than face-to-face classes for college students who have full-time jobs.
- 3. Students who engage in cyberbullying should be expelled from school.