

Learning Guide Unit 6

Reading Assignment

Please follow these instructions for the reading assignments.

1. Read the provided resources carefully to gain a thorough understanding of the topic.
2. Engage with the H5p activity to apply and reinforce your understanding of the concepts discussed (Wherever applicable).

While reading the learning resource and watching the videos, ask yourself the following questions:

- What is persuasive writing?
- Why is structuring our arguments important?
- How does bias and viewpoint contribute in persuasive writing?

Read:

1. Ashman, M. (2018). [Introduction to professional communications](#). Licensed under CC 4.0
 - Read [4.7 Persuasive Messages](#).
 - This reading summarizes persuasive messages.
2. Horkoff, T. (2021). [Writing for success – 1st Canadian edition](#). BCcampus. Licensed under CC 4.0
 - Read [Chapter 10: Persuasion](#).
 - This reading summarizes elements of persuasive writing, and biases and viewpoints in persuasive writing.
 - Read [Chapter 11. Developing a Convincing Argument](#).
 - This reading summarizes how to develop a convincing argument and structure information and arguments in persuasive writing.
3. Last, S. (n.d.). [2.3 Writing to persuade](#). In *Technical writing essentials*. BCcampus. Licensed under CC 4.0
 - This reading summarizes how to develop a persuasive writing and advertisement with convincing argument

The below two readings focusses on how bias and personal views influence writing.

4. Long, L., Minervini, A., & Gladd, J. (2021). [83. Considering multiple views & avoiding bias](#). In *Write what matters*. Idaho Open Press.
5. Warkentin, J. (2023). [Chapter 6: Bias in writing and research](#). In *Writing for academic and professional contexts: An introduction 4th edition*. Open Library.

