

## 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.

