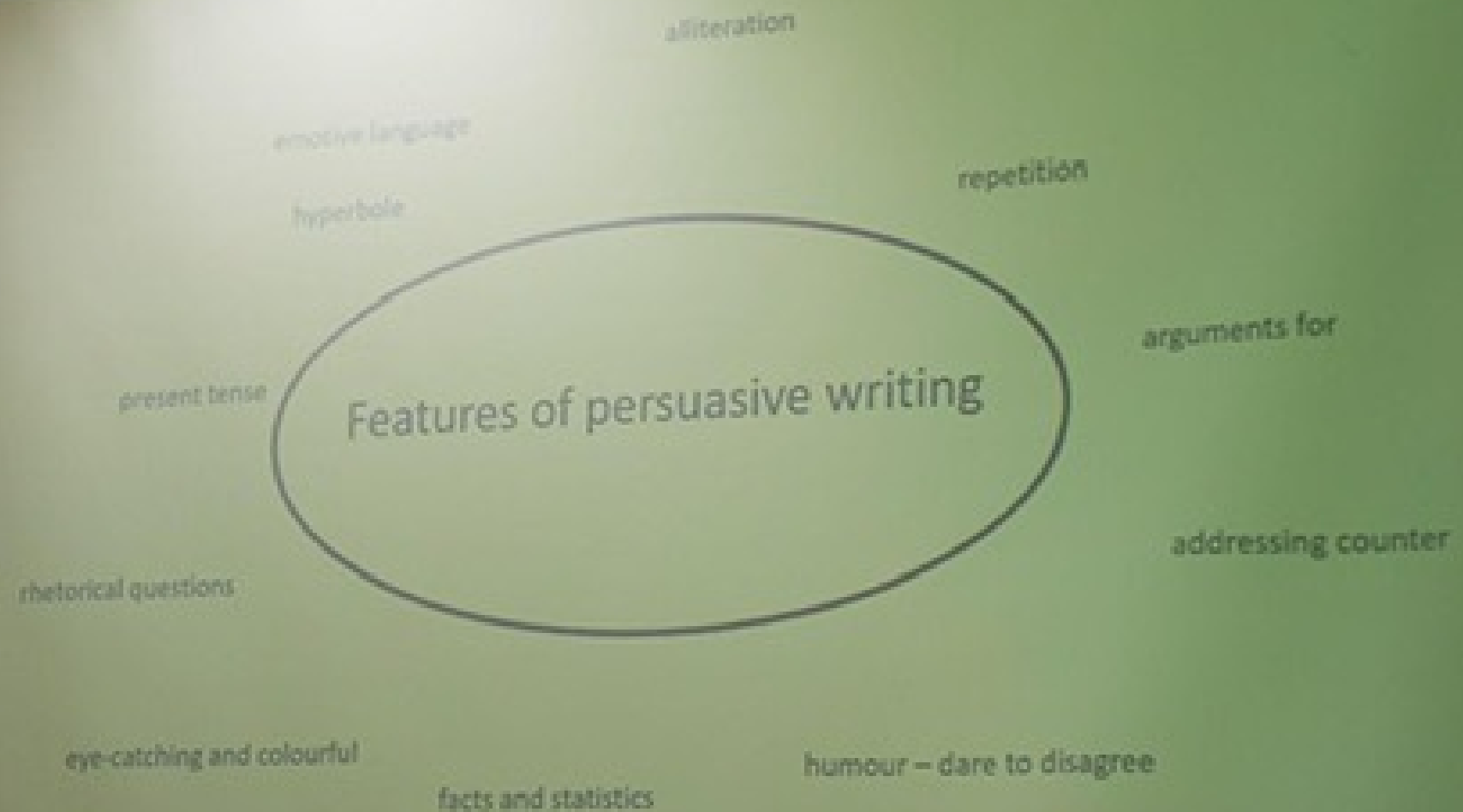


Thesis Practice

Which thesis statement is the most effective for an argument about the need for V-chips in television sets?

- ☐ Parents, often too busy to watch television shows with their families, can monitor their children's viewing habits with the aid of the V-chip.
- ☒ To help parents monitor their children's viewing habits, the V-chip should be a required feature for television sets sold in the U.S.
- ☐ This paper will describe a V-chip and examine the uses of the V-chip in American-made television sets.



Features of Persuasive Writing

Purpose:

To argue the case for a point of view. To attempt to convince the reader.



Structure:

- ✓ Introduction – What is the writing about and what is your opinion.
- ✓ Arguments to support your opinion
- ✓ Conclusion – repeat your point of view

Language Features:

- ✓ Usually written in present tense.
- ✓ Includes conjunctions to link ideas (therefore, however)
- ✓ Use emotive language (powerful verbs and strong adjectives)
- ✓ Ask rhetorical questions
- ✓ Dare the reader to disagree
- ✓ Counter arguments from the other point of view.
- ✓ Try and use some facts as well as opinions.

When writing your essay, keep the following suggestions in mind:

- Remember your purpose. Decide if you are writing to inform or persuade.
- Focus on immediate and direct causes (or effects.) Limit yourself to causes that are close in time and related, as opposed to remote and indirect causes, which occur later and are related indirectly.
- Strengthen your essay by using supporting evidence. Define terms, offer facts and statistics, or provide examples, anecdotes, or personal observations that support your ideas.
- Qualify or limit your statements about cause and effect. Unless there is clear evidence that one event is related to another, qualify your statements with phrases such as "It appears that the cause was" or "It seems likely" or "The evidence may indicate" or "Available evidence suggests."

Point:

The writer has used a rhetorical question

Evidence:

He says "Wouldn't you agree that to miss out on this experience would be like missing out on life's greatest pleasures?"

Explanation:

By using a rhetorical question, the writer is trying to tempt the reader to go to the theme park.

P Point	Sum up the main idea in your paragraph.	<ul style="list-style-type: none">is my point clearly stated?is my point relevant to the topic?is my point supported by evidence?is my point clear and concise?is my point interesting?is my point a good topic sentence?
E Evidence	Provide Evidence for the point you are making	<ul style="list-style-type: none">do I have enough evidence to support this?is my evidence relevant?is my evidence clear and concise?is my evidence interesting?is my evidence a good topic sentence?
E Explanation	Why is the question significant? What effect does the question have on the reader? Why has the writer used this technique?	<ul style="list-style-type: none">the writer suggests...the writer suggests...the writer suggests...the writer suggests...the writer suggests...

Choose one of the following topics and write a cause and effect paragraph:

- Why is Paris Hilton, someone with minimal talent and iffy looks, so popular?
- What is one cause of weight gain?
- Why do women, despite their frequent denials, love macho men?
- Why is it preferable (or silly) to marry someone of your own ethnicity or religion?
- Why hasn't soccer, the world's most popular sport, caught on in Canada?
- How does smoking marijuana affect your mental or physical health?
- Why does flattery work, even when the person being flattered knows you are a lying liar?
- Why do men and women cheat?
- Although it is fake, why is professional wrestling so popular?
- Choose your own topic.

How do I decide between using a subject-by-subject or point-by-point organization?

- After you have decided how you will approach your comparison, consider the two organizational structures for the comparison paper:
- The first way is the **block comparison**, which uses a full body paragraph for each separate comparison: Ford Taurus in one paragraph and the Honda Accord in the next paragraph.
- The other way is the **point-by-point comparison**, which does the comparison of both subjects in each body paragraph: Gas mileage for the Ford Taurus and then for the Honda Accord in the same paragraph.

Methods for Constructing an Introduction

- personal anecdote
- example-real or hypothetical
- question
- quotation
- shocking statistics
- striking image



The cause and effect essay explains the reasons of the event or interprets the consequences of the event.

A cause and effect essay answers the question why. It shows how one event brought about another. Cause and effect relationships are useful in writing that is meant to inform, to explain, or persuade



A cause/effect essay explains...

- why earthquakes happen and what the consequences are;
- what happens to a child after parents divorce.

The Emotional Appeal

- ▶ **PATHOS** – The use of words and images to evoke emotions such as fear, anger, empathy, jealousy, pity, love, etc.

- ▶ **Pathos may include:**

- ▶ Language that Appeals to the Senses
- ▶ A Bias or Prejudice
- ▶ An Anecdote
- ▶ Connotative Language
- ▶ Figurative Language
- ▶ Informal Language



- ▶ **Ask:** How does the speaker try to make the audience **empathize** with the piece?
 - ▶ What does the piece make you feel?

What is a Thesis Statement?

- The MOST IMPORTANT SENTENCE in your paper
- Lets the reader know the main idea of the paper
- Answers the question: "What am I trying to prove?"
- Not a factual statement, but a claim that has to be proven throughout the paper

09:09



You

08/02/2024, 09:05

All Media

Point-by-Point Organization

Points of Comparison	Job X	Job Y	Same or Different
Salary Frequency of raises	\$30/hour Annual evaluation	\$25/hour semi-annual evaluations	Different
Benefits -Vacation -Health Insurance -Pension plan -Sick leave	Good	Good	Same
Advancement opportunities	Not good	Good	Different

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Body Paragraphs

- Paragraphs may be ordered in several ways, depending upon the topic and purpose of your argument:
- General to specific information
 - Most important point to least important point
 - Weakest claim to strongest claim



Effective Counterarguments

- Consider your audience when you address the counterargument.
- Conceding to some of your opposition's concerns can demonstrate respect for their opinions.
- Remain tactful yet firm.
 - Using rude or deprecating language can cause your audience to reject your position without carefully considering your claims.

Point-by-Point Organization

I. Introduction

Thesis statement: One way of deciding between job offers is to compare them on important points.

II. Body

A. Similarities

1. Benefits
2. Commute distance from home

B. Differences

1. Salaries
2. Opportunities for advancement
3. Workplace atmosphere

III. Conclusion

Block Method Introduction

- Provide background info about your topic
- Identify the 2 things you are comparing & contrasting
- State WHY you are making the comparison & contrast
- Thesis Statement!!!

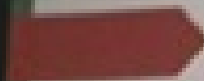
The Rhetorical Situation cont...

▶ PURPOSE —

- ▶ What is the **goal** of the speaker/author?
- ▶ Some examples of **purpose** might be:
 - ▶ Support a cause
 - ▶ Promote change
 - ▶ Refute a theory
 - ▶ Stimulate interest
 - ▶ Win argument
 - ▶ Arouse sympathy
 - ▶ Provoke anger

Practice

- Take your Model Argument Essay.
- Close read the first paragraph.
- Identify and highlight the Thesis Statement
- Does the thesis statement
 - Let you know the main idea of the paper?
 - Answer the question: "What am I trying to prove?"
 - Is the thesis statement not a factual statement, but a claim that has to be proven throughout the paper?
- Be prepared to share your answer with your partner or class.



How do I write a thesis statement for all the information I am going to compare?

- Remember that a thesis statement should be clear more than anything else. If you are comparing two things and you think that one is superior, then two elements are crucial and should be in the thesis statement:

1. The two things being compared
2. The judgment you will arrive at after comparing them.

Practice

- Look at the Model Argument Essay.
- Read the title.
- Turn to your partner and discuss the effectiveness of the title.
- Be prepared to share.



Cont...

- Explain exactly what will be compared in your topic sentences, and your transitions are equally important because they alert your readers to the fact that you are finished comparing one thing or element and are moving on. Because the topic sentences are so vitally important to this kind of paper, your thesis might simply mention the two things being compared and pronounce a judgment
- Conclusions are an excellent place for restating your judgment and summarizing the comparisons that led you to that judgment. You might also use the conclusion to discuss ramifications of your comparison. Most readers will become confused if you continue to compare new things/elements in the conclusion.

What are Persuasive Appeals?

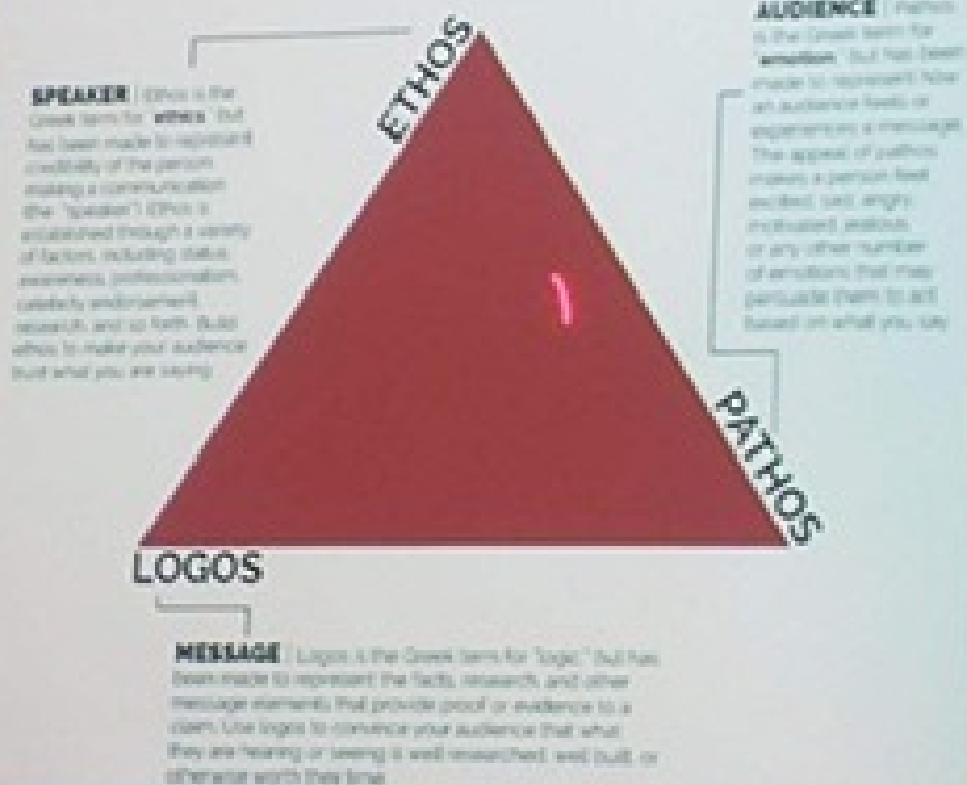
- ▶ There are 3 key ways writers can *appeal* to their audience:
 - ▶ Appeals of logic – **LOGOS**
 - ▶ Appeals of ethics – **ETHOS**
 - ▶ Appeals of emotion – **PATHOS**

WHEN YOU WRITE CAUSE AND EFFECT PAPERS:

1. State both cause and effect as clearly as you can.
2. Be sure to show how the cause and the effect are related.
3. You can use words that express cause and effect, such as why, when, because, as a result, so, and therefore.

THE RHETORICAL TRIANGLE

AN OVERVIEW OF THE THREE RHETORICAL APPEALS



How do I combine points into one paragraph?

- Another method would be to see which of the points could be combined with another point (or maybe even combine three points) so that you could maintain a subject-by-subject structure. To do this, you might say that sticker price, gas mileage, and resale value are all brief amounts of number-based information that could be combined together. You would be combining these three points (sticker price, gas mileage, and resale value) for each subject (the Honda and the Ford), and you would write all three points in a separate body paragraph. So, to do this, you would have:

A body paragraph discuss the Honda's sticker price, gas mileage, and resale value, and

The next body paragraph discuss the Ford's sticker price, gas mileage, and resale value

Methods for Constructing an Introduction

- personal anecdote
- example-real or hypothetical
- question
- quotation
- shocking statistics
- striking image



You Try It!

Apartment 1

- Large 2-bedroom Apt. 2 bathrooms, eat-in kitchen, large living room, air conditioning, wall-to-wall carpeting. Great location on Monument Street. NO pets. \$700/month, all utilities included. Call Mr. Toll at (315) 555-0110.

Apartment 2

- Huron Towers: 10th Floor – great view of the river, 3 bedrooms, 2 bathrooms, modern kitchen with new appliances, fireplace in living room, hardwood floors, air-conditioning, laundry facilities, utilities NOT included. NO pets. Pool and tennis courts on premises. \$995/month. Call for appointment: (315) 555-0183

Features of persuasive writing

- repetition (repeated words for emphasis) Often in threes
- alliterative words (repeated first sound)
- present tense (in the now, to sound urgent)
- emotional language (does it make you feel something?)
- a strong argument/POV (reasons for opinion)
- address counter arguments (acknowledge but suggest incorrect for some, perhaps new, reason)
- facts and statistics
- rhetorical questions (A question to get the audience thinking)
- colourful and eye-catching fonts /capitalised words.
- humour (such as daring to disagree!)



What about the order of the subjects?

- If you compare the Ford and Honda, stick with that order: you always maintain the same order. This means analyzing one thing and then the other and holding to that pattern. For instance, if you noticed, in the Honda versus Ford comparison, the comparison always began with the Accord and ended with the Taurus.

Body Paragraphs

- Paragraphs may be ordered in several ways, depending upon the topic and purpose of your argument:
- General to specific information
 - Most important point to least important point
 - Weakest claim to strongest claim



3. Find and organize supporting details. Back up your thesis with relevant and sufficient details that are organized. You can organize details in the following ways:

- Chronological. Details are arranged in the order in which the events occurred.
- Order of importance. Details are arranged from least to most important or vice versa.
- Categorical. Details are arranged by dividing the topic into parts or categories

How do I draft my comparison paper's conclusion?

- When you arrive at your conclusion, you may well want to return to your thesis statement which was the reason for your comparison in the first place.
- For the sake of your readers, it may very well be necessary to return to your thesis statement and restate it, and then provide a quick overview of the reasons (from your body paragraphs) why you think one thing might be superior to another thing.

Objective:

Look at the image below

Adjective -
describing word



Verb -
a doing or
action word

- Note down five adjectives and three verbs that could be used when describing this picture.



All Pigs Fly

- When analysing a text, you must identify 3 things:

A - Audience - who it is aimed at

P - Purpose - what it is trying to do

F - Form - what it is

Body Paragraphs and Topic Sentences

- Body paragraphs build upon the claims made in the introductory paragraph(s).
- Organize with the use of topic sentences that illustrate the main idea of each paragraph.
- Offering a brief explanation of the history or recent developments of topic within the early body paragraphs can help the audience to become familiarized with your topic and the complexity of the issue.



It is important to decide whether you are writing to inform or to persuade the reader and accordingly choose your writing style.

We advise you to concentrate only on the most recent and direct causes (effects). Using supporting information will strengthen your essay. Feel free to provide the reader with facts, give examples. You may finish your cause and effect essay with a call for action.

You may open your essay with a well-known outcome or situation and study what caused such a result. Another way of starting such an essay is to describe some event and then analyze its consequences.

Many students find difficulty in differentiating cause and effect. If you want to define the cause of something, ask yourself "why". Ask yourself "what" and you will determine the effect.

The preparatory stage of writing this essay suggests your determining causes and effects. There may be too many causes for you to cover in your essay and you are to choose the main for presenting them in the scope of your writing. You should explain to the reader that there are some other minor reasons not covered in your essay.

The Ethical Appeal

TRUST
ME

- ▶ **ETHOS** –This refers to the writer's credibility and character, his/her presentation of "self."
- ▶ It's how the writer/speaker establishes trust and respect, with his/her audience.
- ▶ **Ask:** Is the writer/speaker **ethical** enough to be a reliable source of information about the subject?
- ▶ Is the writer/speaker believable, sincere, fair-minded?

Features of persuasive writing

- repetition (repeated words for emphasis) Often in threes
- alliterative words (repeated first sound)
- present tense (in the now, to sound urgent)
- emotional language (does it make you feel something?)
- a strong argument/POV (reasons for opinion)
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- colourful and eye-catching fonts for emphasised words.
- humour (such as daring to disagree)

The Rhetorical Situation

cont...

PURPOSE –

- ▶ What is the **goal** of the speaker/author?
- ▶ Some examples of **purpose** might be:
 - ▶ **Support a cause**
 - ▶ **Promote change**
 - ▶ **Refute a theory**
 - ▶ **Stimulate interest**
 - ▶ **Win argument**
 - ▶ **Arouse sympathy**
 - ▶ **Provoke anger**