

The Art of Argumentative Writing

(Adapted for Olympiads School, Grade 9 and 10 Writing)

Forms of Persuasive/Argumentative Writing

- Advertisements
- Editorials
- Speeches
- Propaganda
- Reviews
- Blogs
- Persuasive Essays

Forms of Persuasive/Argumentative Writing

Advertisements try to convince you to do or buy something.



Forms of Persuasive/Argumentative Writing

Editorials about current issues appear in newspapers and magazines, or on television, radio, and the internet.



Forms of Persuasive/Argumentative Writing

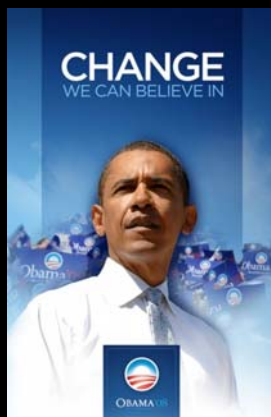
Persuasive speeches try to convince an audience to take action



www.pbs.org/wnet/historyofus/web14/index.html

Forms of Persuasive/Argumentative Writing

Propaganda is often about political issues, and usually includes emotionally charged appeals.



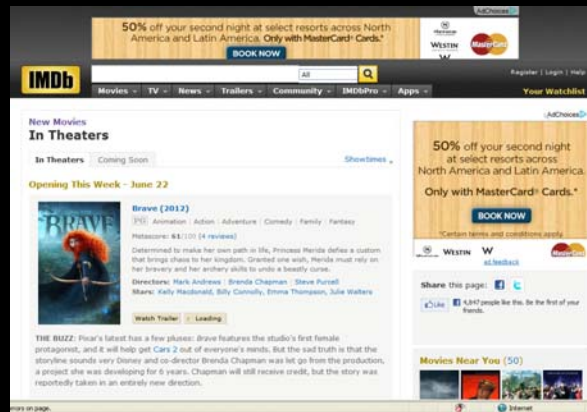
http://www.zazzle.com/change_we_can_believe_in_poster-228719897857931246



http://www.zazzle.ca/donald_trump_us_flag_poster-228092175073469272

Forms of Persuasive/Argumentative Writing

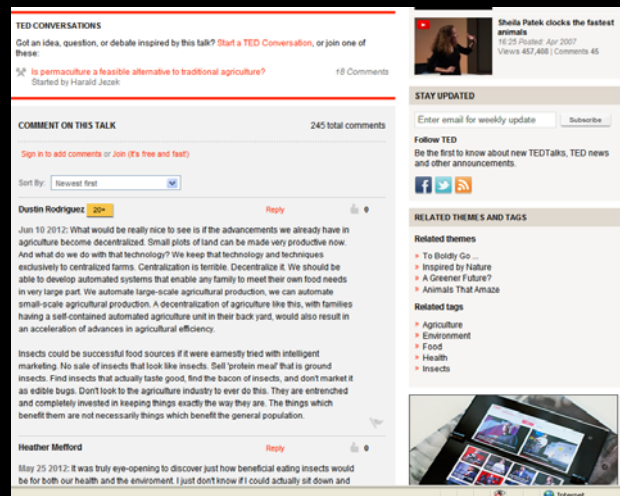
Reviews evaluate items like books or movies and state an opinion as to whether the product is worth the reader's time and money.



<http://www.imdb.com/movies-in-theaters/>

Forms of Persuasive/Argumentative Writing

Blogs provide commentary on a particular topic, often combining text, images, and links to other blogs, web pages, and other media related to its topic. Blogs also allow readers to respond.



http://www.ted.com/talks/marcel_dicke_why_not_eat_insects.html

Forms of Persuasive/Argumentative Writing

Persuasive essays use logic, reason, and emotion to convince readers to join the writer in a certain point of view.



<http://www.essay.tv/wp-content/uploads/2010/01/how-to-write-essay.jpg>

The Argumentative Essay

A argumentative essay convinces readers to agree with the writer's opinion

- The **lead/hook** captures the reader's attention
- The **thesis** states the writer's assertion (belief) about the topic
- The **supporting arguments** (logos, pathos, ethos) convince the reader that the thesis is correct
- Optional **counter arguments** respond to reader concerns and objections
- The **conclusion** restates the thesis (comes back to the point)

Lead / Hook Grab the Reader's Attention

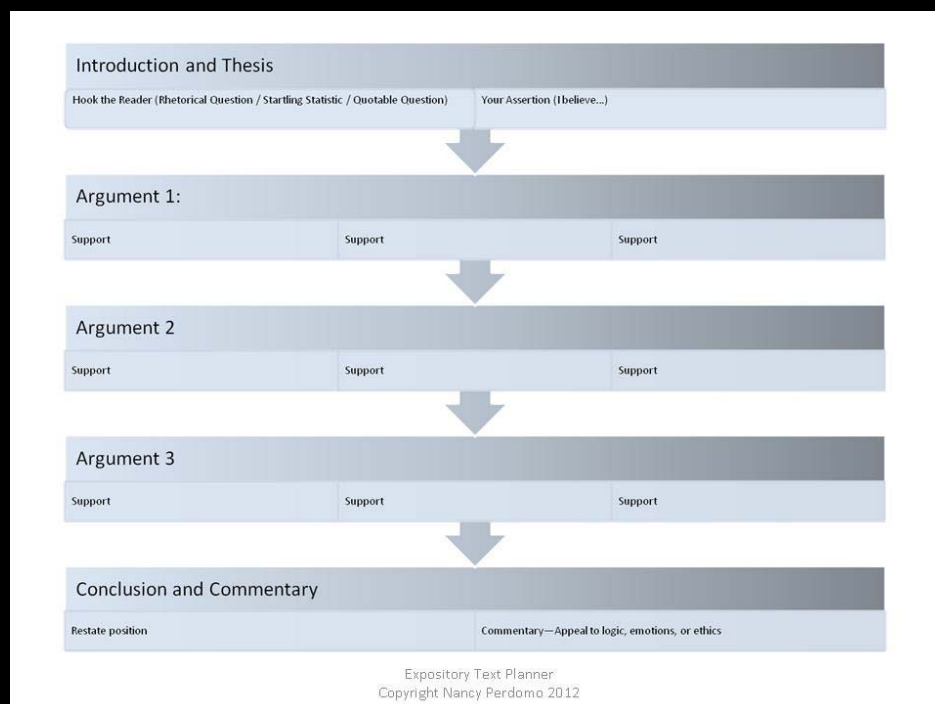
Anecdote (narrative vignette)	I walked proudly through the hallways of AMS, my new blue mohawk glistening magnificently in the florescent lighting of the hallway, but then I saw Mr. Caruthers. I felt the wax in my hair start to melt.
Question	Do schools have the right to tell kids how to dress?
Hyperbole	For the past 300 years in this country, schools have been crushing the artistic freedom of students with oppressive dress codes!
Setting	At Centerville Middle School, a controversy is brewing. Walk down the hallways, and amidst a tranquil sea of khaki pants and navy blue polo shirts, the blades of a fuchsia mohawk cut through the peaceful learning environment.
Alliterative Phrase	Timeless. Tasteful. Tried and true. The traditional school uniform is the foundation of a true learning environment.
Quotation	"Give me liberty or give me death."

Thesis and Forecast

A thesis statement is always one sentence that states your assertion (belief) about a topic. A thesis statement usually includes a forecast (brief preview of your arguments).

(I believe) _____
because of argument 1, argument 2, and argument 3.

Text Structure of an Argumentative Essay



Which of the following is a good thesis statement?

- I believe we must stop wasting food now!
- The problem of food waste can easily be solved by implementing three simple steps: reduce, reuse, recycle.
- If you aren't reducing, reusing, and recycling, you should.
- I believe wasting food is a huge problem. We need to reduce our food waste. For example, make a shopping list before you go to the store, and only buy things you truly need. You shouldn't buy a gallon of milk if you are only going to drink a quart of it during the week. Who cares if the gallon size is on sale?

Supporting Arguments

Logical Appeal (Logos)—Does the author's proposal make sense?

Ethical Appeal (Ethos)—Is the author's proposal the right thing to do?

Emotional Appeal (Pathos)—Will accepting the author's proposal make me feel better?

Types of Supporting Arguments

Logos—an appeal to logic



- Often contain expert testimony
- Often contain statistical information
- Suggest that the product is the “logical” or “right” choice

Types of Supporting Arguments

Ethos—an appeal to do the “right” thing



Types of Supporting Arguments

Pathos-an appeal to the emotions



Not all emotional arguments are sad!



Counter Arguments

Address Reader Objections

- Oil companies should not be allowed to drill for oil in Alaska.
- Schools should make overweight students eat diet meals for school lunch.



<http://factbank.blogspot.com/2012/05/alaska-facts.html>



http://www.heart.org/HEARTORG/GettingHealthy/Overweight-in-Children_UCM_304054_Article.jsp

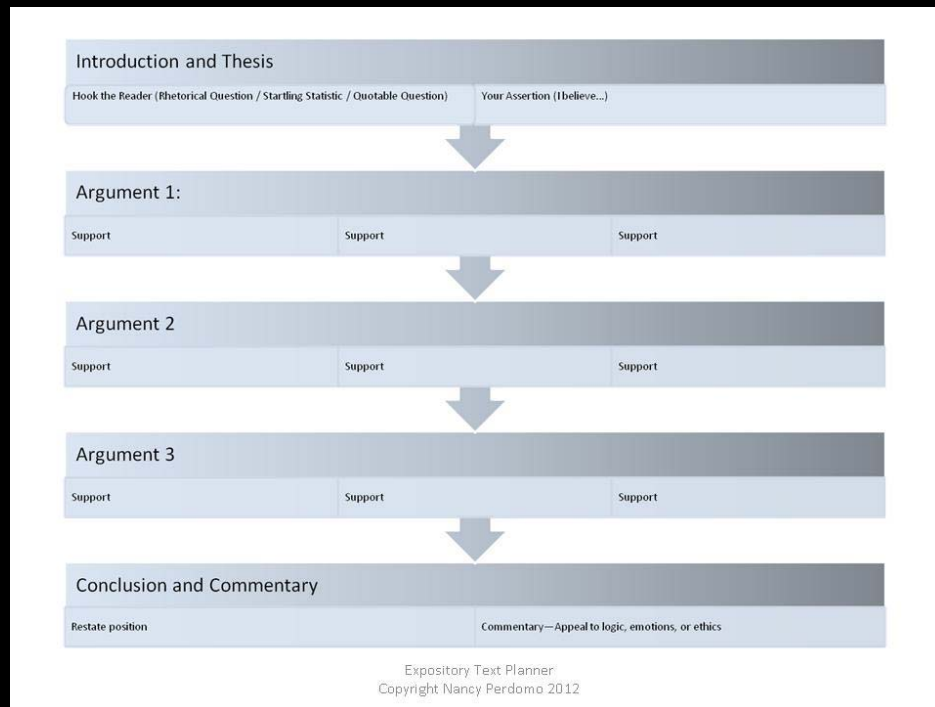
Conclusion

Restate the Thesis and Commentary

- But one hundred years later, the Negro still is not free. One hundred years later, the life of the Negro is still sadly crippled by the manacles of segregation and the chains of discrimination. One hundred years later, the Negro lives on a lonely island of poverty in the midst of a vast ocean of material prosperity. One hundred years later, the Negro is still languishing in the corners of American society and finds himself an exile in his own land. So we have come here today to dramatize a shameful condition.
- And when this happens, when we allow freedom to ring, when we let it ring from every village and every hamlet, from every state and every city, we will be able to speed up that day when all of God's children, black men and white men, Jews and Gentiles, Protestants and Catholics, will be able to join hands and sing in the words of the old Negro spiritual, "Free at last! free at last! thank God Almighty, we are free at last!"

http://www.huffingtonpost.com/2012/01/16/i-have-a-dream-speech-text-martin-luther-king-jr_n_1207734.html

Text Structure of a Persuasive Essay



Audience and Author's Purpose

- *When writing persuasively, always remember the interaction between the writer and the reader. The writer is trying to persuade a reader who may be enthusiastic or resistant or simply disinterested. Persuasive writing must be well organized, but it must also hook the reader, and then keep him or her engaged with creative and authentic word choice.*