

L4 – Reading & Writing

Lesson 3

Today, we will...

1. Have a vocabulary quiz
2. Discuss what you've read
3. Learn how to use modes of persuasion



Argumentative Essay Modes of Persuasion

The structure of an argumentative essay is...

Introduction:	Thesis Statement & hook
Main Body:	Claim & evidence (Persuasion)
Opposition:	Opposition & refutation (Concession)
Conclusion:	Summary

How to persuade others...

Aristotle's modes of persuasion

Ethos (ethical appeal)

Increase writer's
credibility and
authority

- Reliable source
- Personal experience
- References to
credible individuals

Pathos (emotional appeal)

Argument based on
reactions from the
readers

- Vivid language
- Examples/stories
- Imagery

Logos (logical appeal)

Factual proof,
evidence, and/or
reason

- Statistics
- Examples
- Cause and effect
- Syllogism ($A+B=C$)

How to use Ethos (Ethical Appeal)?

Important people or experts can make your argument seem more convincing.

Former U.S. president Bill Clinton thinks that junk food should be taken out of vending machines.

Using reliable research can help your argument seem convincing.

A recent study found that students who watch TV during the week don't do as well in school.

How to use pathos (Emotional appeal)?

Getting people to feel happy, sad, or angry can help your argument.

If you do this, you would have to tell your future child that he or she had a brother or a sister, but you never had the chance to get to know that person.

If people believe and trust in you, you're more likely to persuade them.

I had an abortion once, I can never forgive myself and I regret that decision every second of my life.

How to use logos (logical appeal)?

Facts, numbers, information, and logic can be very convincing.

A Snickers bar has 280 calories and 30 grams of sugar. That's the equivalent to eating 8 bowls of rice or 15 eggs.

The easiest way to show logic is by showing cause-effect.

Carbon dioxide traps heat from the sun in Earth's atmosphere. If we can reduce carbon dioxide, we can reduce greenhouse effect.

In-Class Writing: Persuasion

Use each of the three modes of persuasions to convince me that argument below is correct (1 or 2 sentences would be enough for each mode).

The argument

The best way for a society to prepare its young people for leadership in government, industry, or other fields is by instilling in them a sense of cooperation, not competition.

④ Homework

1. Reading Assignment:

The Silence Strategy
The Rudeness Epidemic

2. Writing Assignment:

Finish persuasion practice



Thanks!

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