

# Persuasive Writing

NWJ

## What is Persuasive Writing?

Persuasive writing is a type of writing that aims to persuade or convince the reader to take a particular action, adopt a certain point of view, or believe in a specific idea.

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- The goal is to convince the reader of a particular point of view or argument and take action.
  - To achieve this, the writer must present their ideas in a clear and concise manner, using facts, statistics, and evidence to support their claims.
  - Examples: Essays, articles, advertisements, speeches, and even social media posts.
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## Persuasive Strategies

### **1. Know Your Audience**

Before writing, know who you are writing for: What do they care about? What is their background? What are their needs and desires?

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### **2. Use Emotion**

People are often motivated by their own emotions:

- Use emotive language.
- Appeal to their feelings.

“Put that in the recycle bin.”

This sentence is **not** emotive. It is a command, but it does not cause an emotional reaction.

“You should recycle because it saves the planet.”

- This sentence **is emotive**. It suggests an action that elicits an emotional response.
  - Don’t you want to save the planet? How could you choose to not recycle since it saves the planet? → The emotive response causes a reaction.
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### **3. Use Evidence**

Persuasive writing is not always about making emotional appeals; it also involves presenting evidence to support your argument.

- Use data, statistics, anecdotes, and examples to support your claims.
  - Be sure to cite your sources and use credible sources.
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**Activity:** What kind of evidence would support this argument?

“Education should be funded more by governments.”

- Low-income school statistics, graduation rates, teacher salaries, news articles on educational policy, and academic journals on education.
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#### 4. Structure the Argument

A well-structured argument is easier to follow and more persuasive.

- Use an outline to organize your ideas and ensure that your arguments flow logically.
  - Use transitions to move smoothly from one point to the next.
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#### Monroe's Motivated Sequence

A five step technique that is used for persuasive speeches, but serves as an example of how to strategically organize an argument:

1. Grab attention |
  2. Define the need |
  3. Satisfy the need |
  4. Visualize the solution |
  5. Call to action
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#### 5. Use Rhetorical Devices

- Used to make language more effective and persuasive.
  - Examples include repetition, rhetorical questions, parallelism, and metaphors.
  - Use these devices sparingly and strategically.
  - Use an anaphora, a repetitive rhetorical device.
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#### 6. Address Counterarguments

- Anticipate objections or counterarguments that your audience might have and address them in your writing.
  - Acknowledging opposing viewpoints and explaining why your argument is stronger shows you have considered other perspectives.
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#### 8. Revision, Revision, Revision

- Practice writing persuasive pieces on different topics and get feedback from others (especially orally!)
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#### 7. Conclusion

- Summarize your main points and restate your thesis!
- End with a call to action (CTA) or a memorable statement that leaves a lasting impression: What is the point of your writing? What should they do?

Power Words for CTA: Now, Don't Miss Out, Seize