Persuasive Writing

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.

- 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.

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?

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.

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.

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.

**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:

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.

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.

8. **Revision, Revision, Revision**
- Practice writing persuasive pieces on different topics and get feedback from others (especially orally!)

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

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