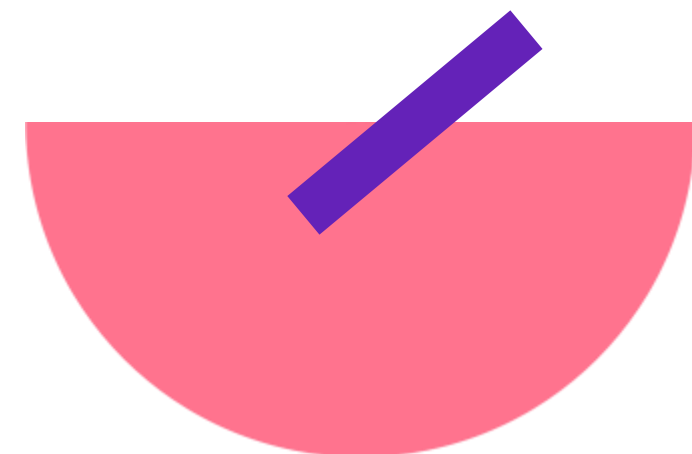
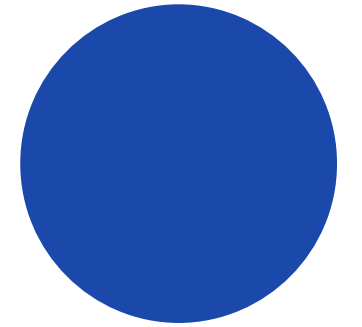




# Persuasive Writing

University Writing Center

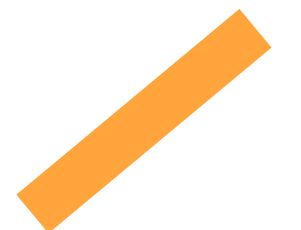


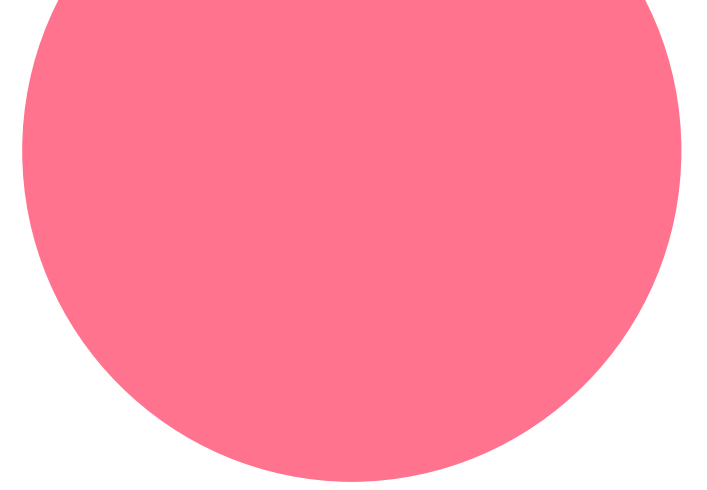
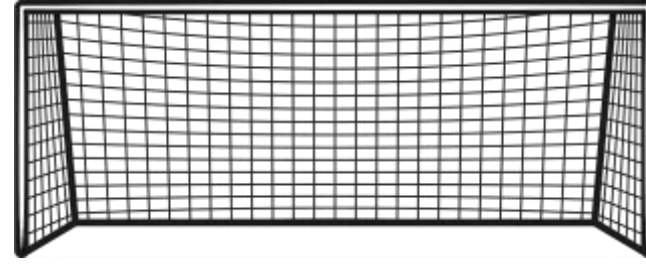
# What is Persuasive Writing?



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.

Ex: Essays, articles, advertisements, speeches, and even social media posts.

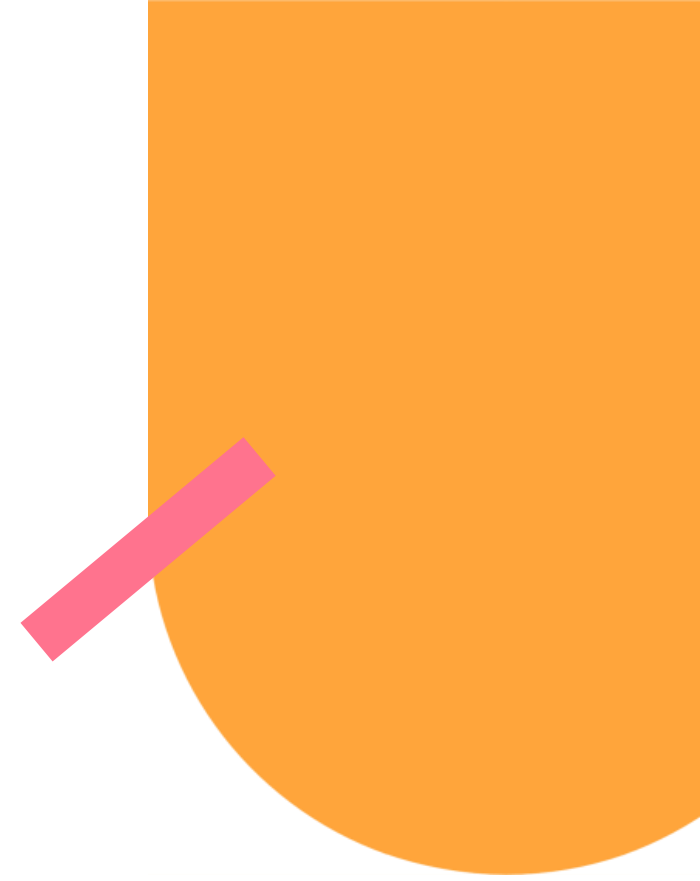




The goal is to convince the reader  
of a particular **point of view** or  
**argument** and take **action**.

To achieve this, the writer must present their ideas in a clear and concise manner, using facts, statistics, and evidence to support their claims.





# Persuasion Strategies

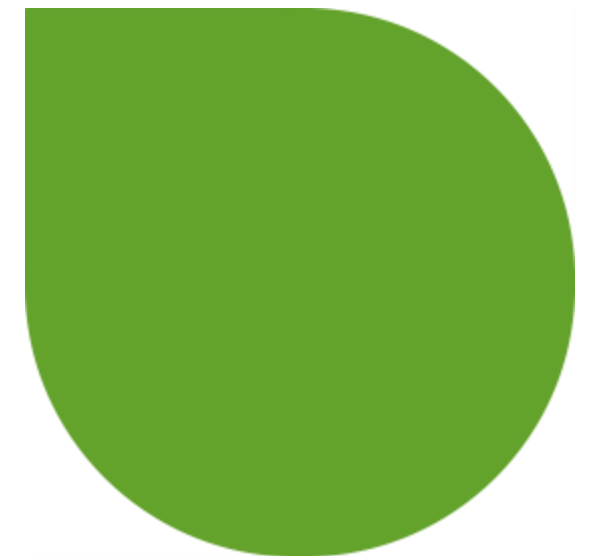
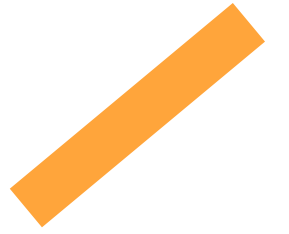
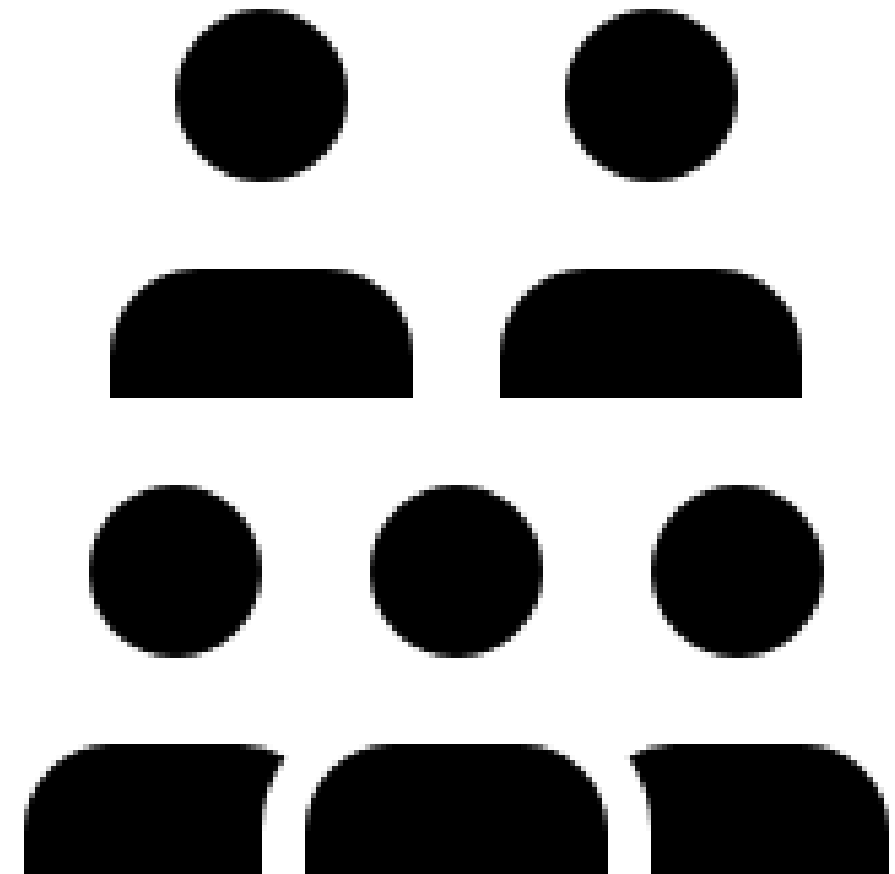


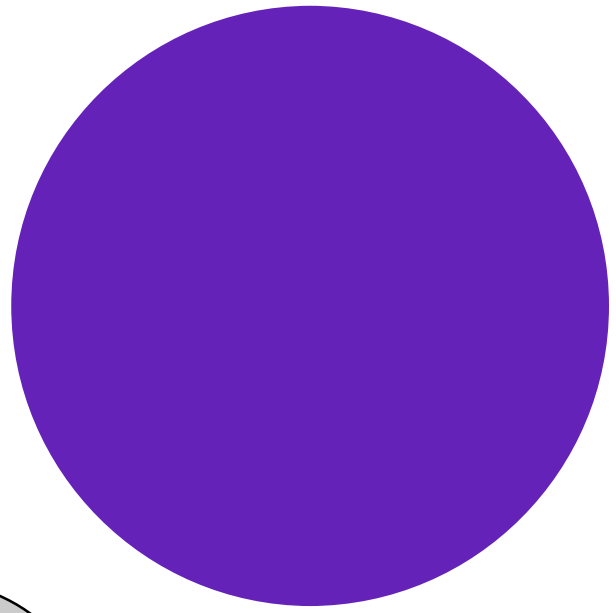
# 1

## Know Your Audience

Before writing, know who you are writing for.

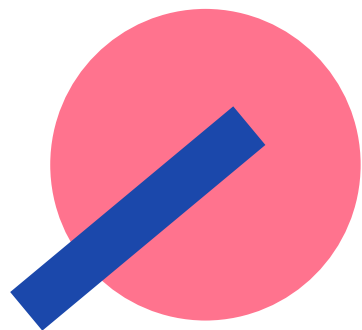
- What do they care about?
- What are their background?
- What are their needs and desires?





2

## Use Emotion



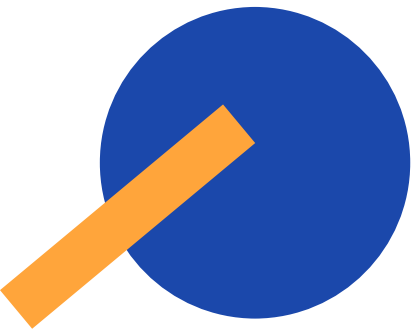
People are often motivated by their own emotions.

- 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 or a response.

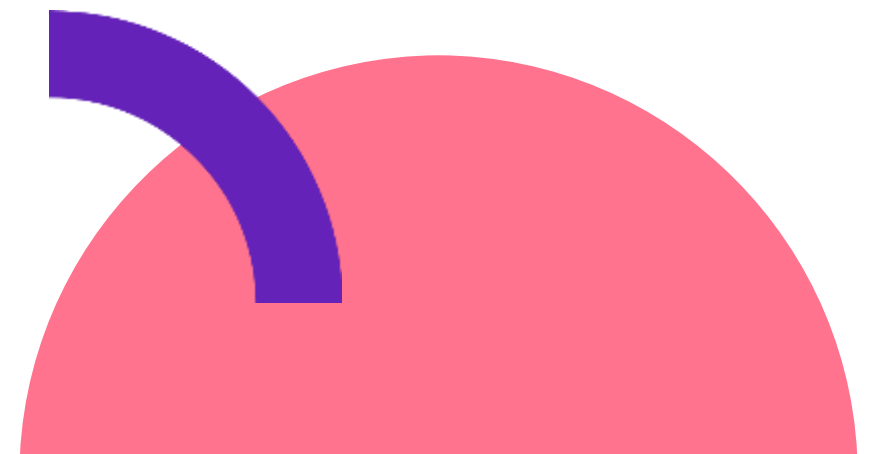
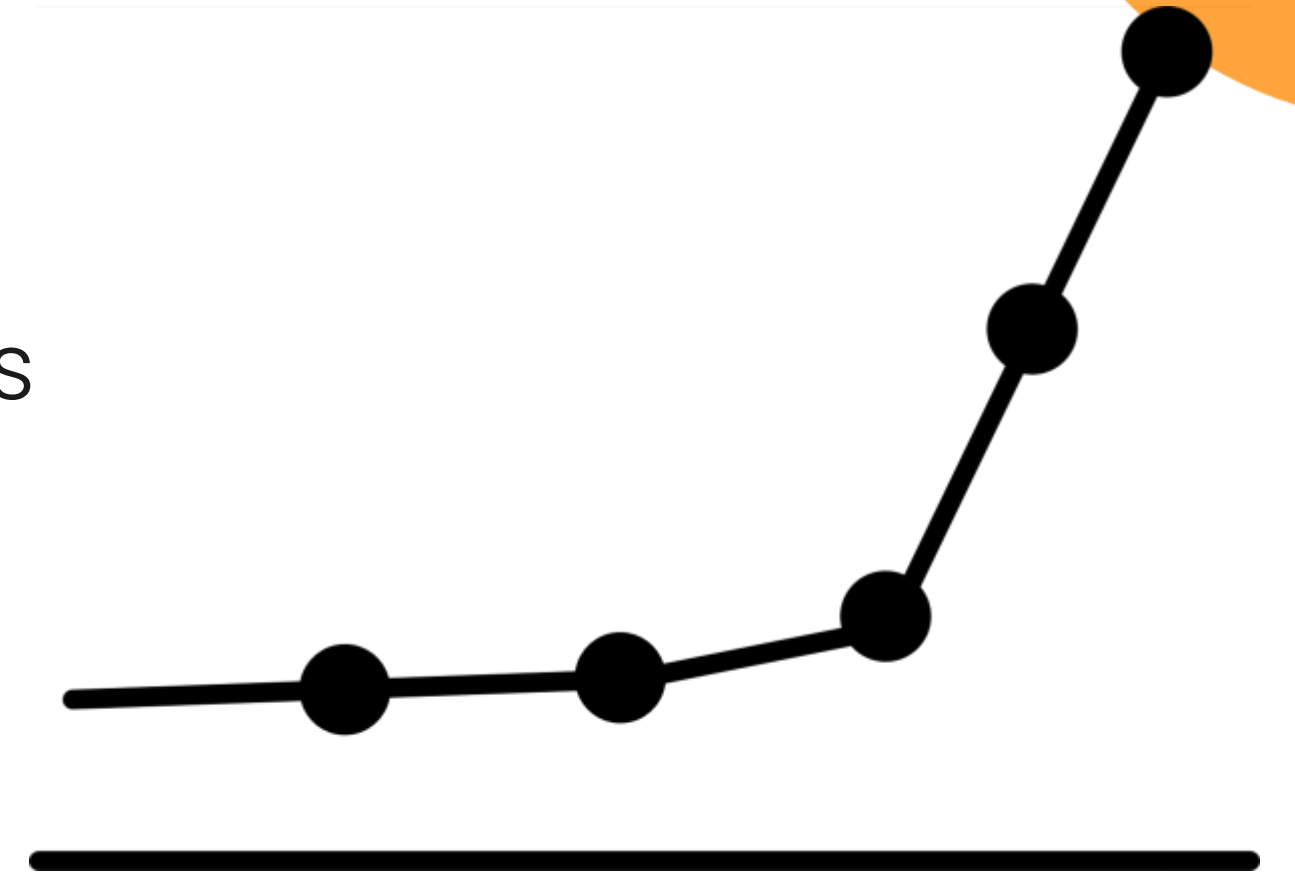


# 3

## 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 1

**What kind of evidence could support these arguments?**

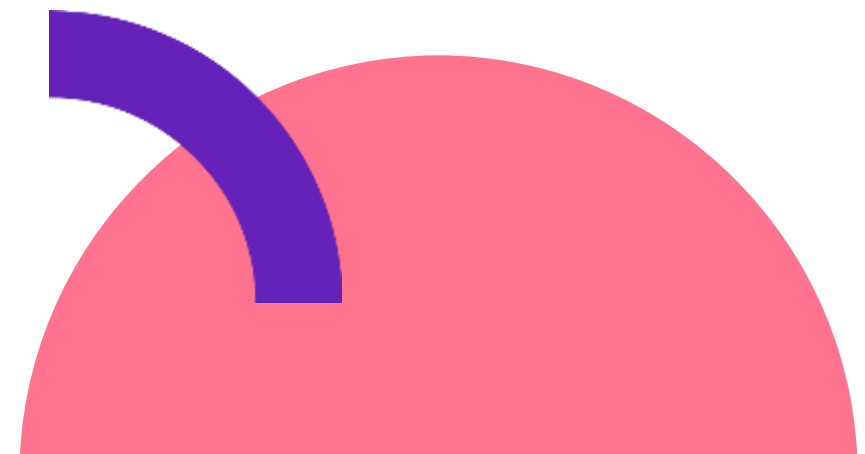
Education should be funded more by governments.



Mental health is a growing concern for many Americans

Pineapple belongs on pizza.

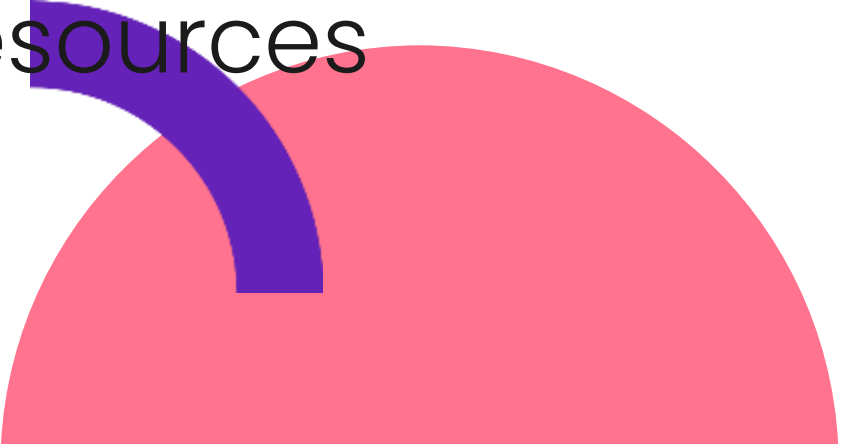


Education should be funded more  
by governments.

- Low-income school statistics
  - Graduation rates
  - Teacher salaries
  - News articles on educational policy
  - Academic journals on education
- 

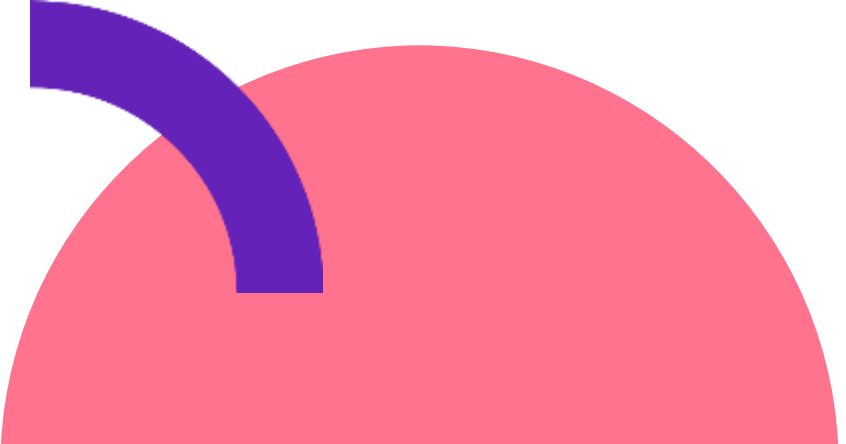


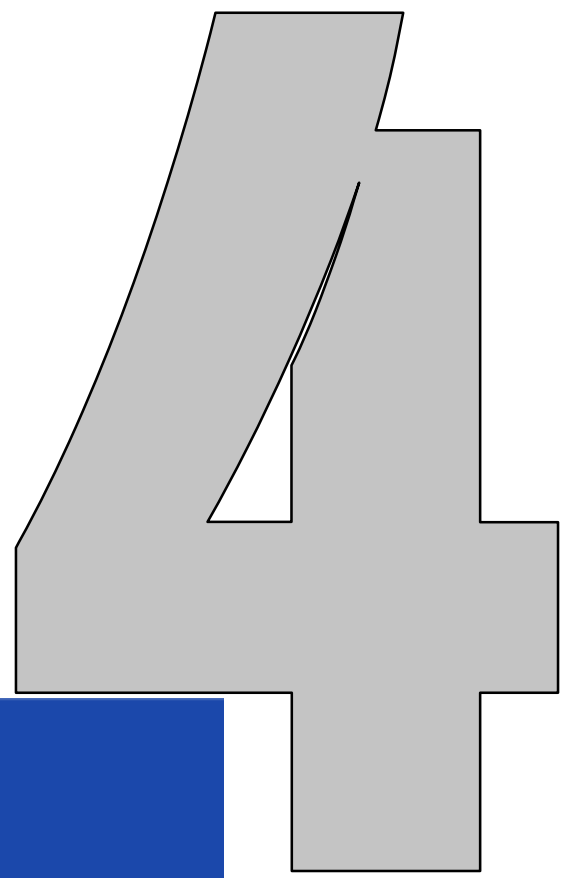
Mental health is a growing concern for many Americans

- Academic articles on mental health
  - Psychology journals
  - Statistics on mental disorders in America
  - Funding for mental health combat
  - Availability of mental health resources
- 



Pineapple belongs on pizza.

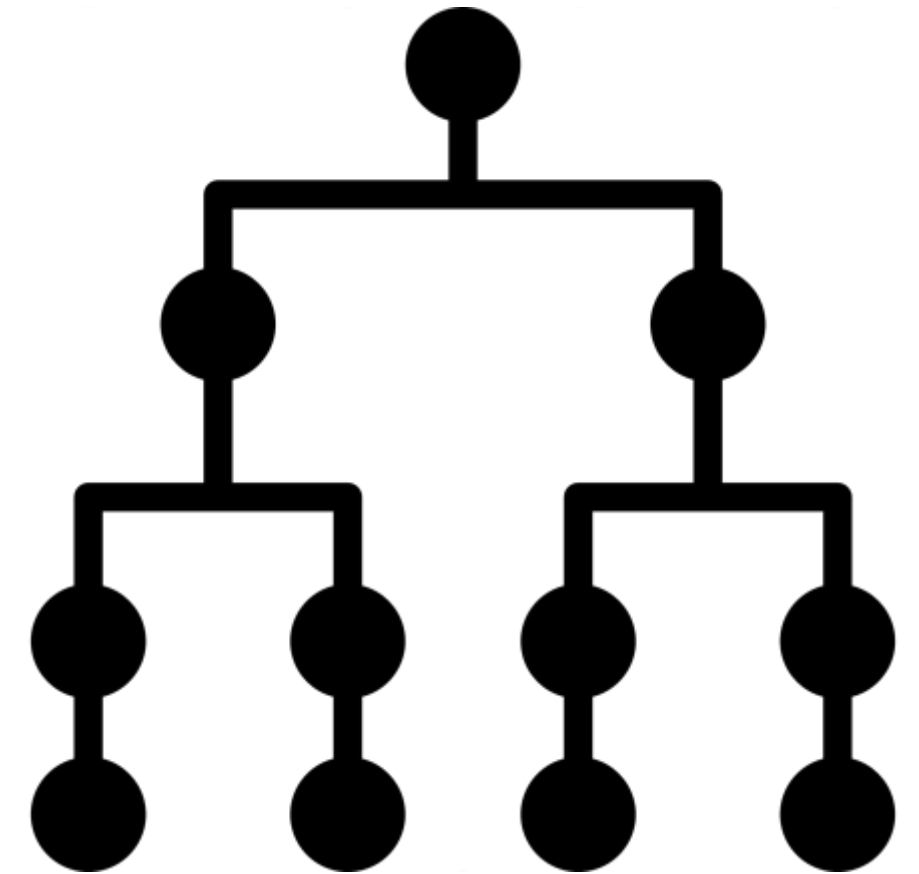
- Health studies on pineapple.
  - Articles/opinions from the culinary arts.
  - Polls
  - Italians?
- 



# Structure the Argument

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

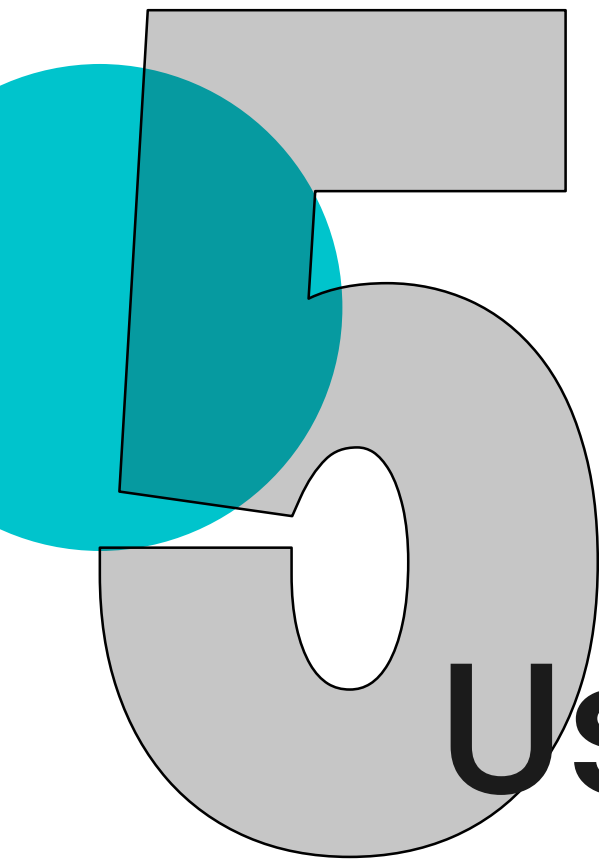
- Use an outline to organize your ideas and ensure that your argument flows logically
- Use transitions to move smoothly from one point to the next



# 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.



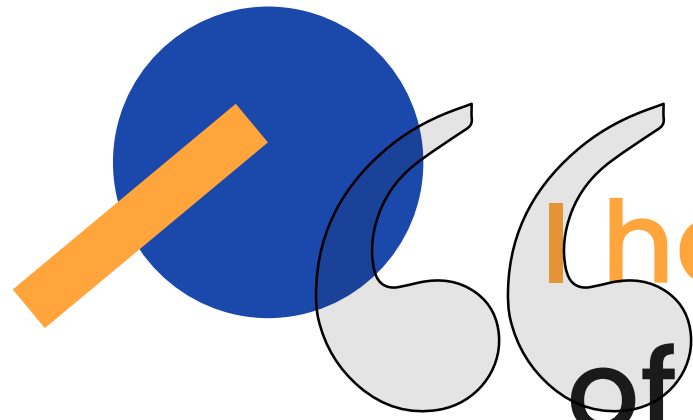


# Use Rhetorical Devices



- Rhetorical devices are techniques used to make language more effective and persuasive
- Examples include repetition, rhetorical questions, parallelism, and metaphors
- Use these devices sparingly and strategically





**I have a dream** that one day even the state of Mississippi ... will be transformed into an oasis of freedom and justice. **I have a dream** that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. **I have a dream today!**

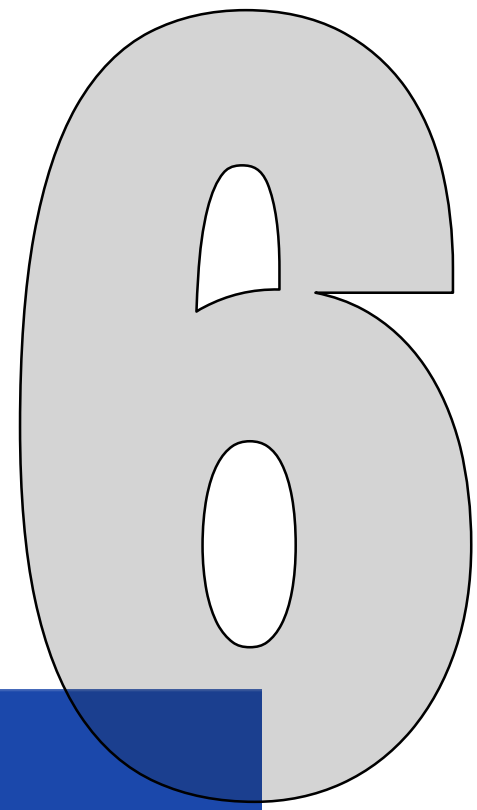


"I Have A Dream", MLK Jr., 1966

- Use of anaphora, a repetitive rhetorical device.







# 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.



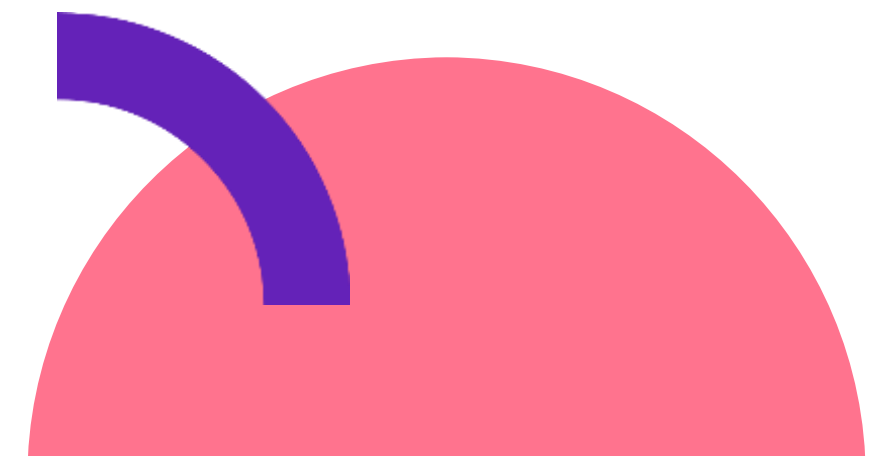
# 7

## 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



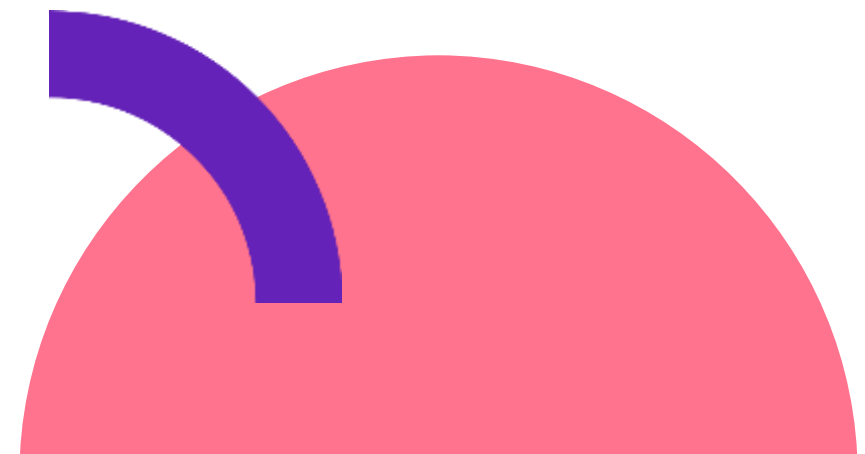
- Now
  - Don't Miss Out
  - Seize
  - Grab
  - Let's Do This
  - Try
  - Aim
  - Plan
- 



# Revision, Revision, Revision

Like any skill, persuasive writing takes practice to master

- Practice writing persuasive pieces on different topics and get feedback from others (especially **orally!**)
- Revise your writing to make it more persuasive and effective



# The University Writing Center

Practice your persuasive  
writing and any other  
writing needs here!

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- F: 9am-2pm
- Sun: 12pm-5pm



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any writing.

# Thank you for your time!

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