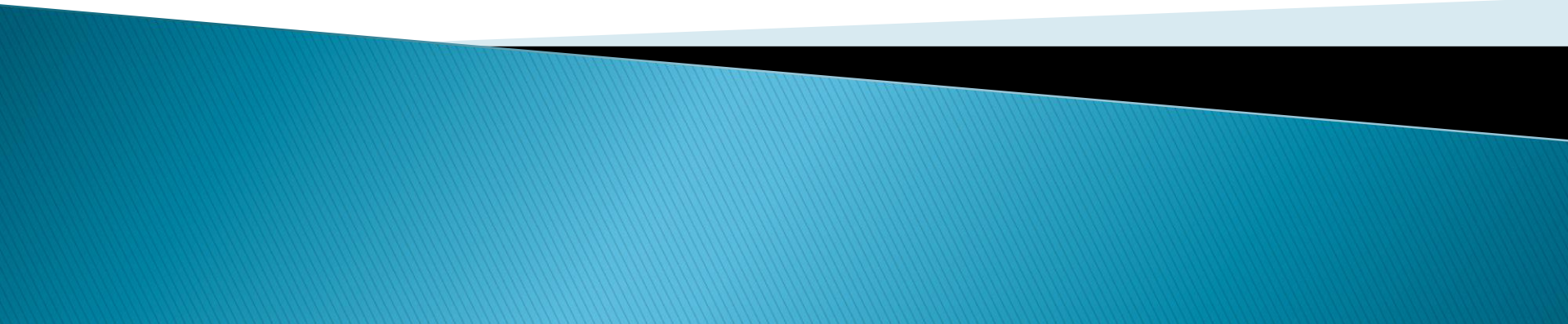
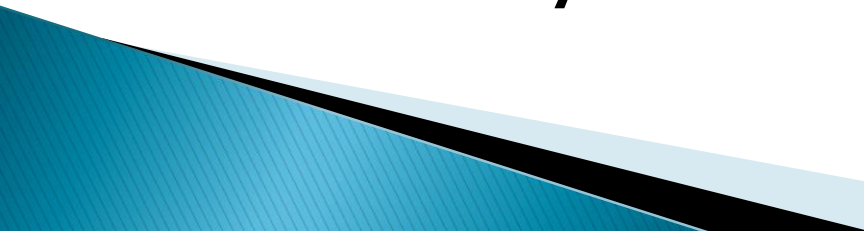


Persuasive Writing



Why study it?

- ▶ Persuasion is a powerful tool that surrounds us! Every single day you receive persuasive messages in the form of advertisements, commercials, peer pressures, advice, etc. All of these tell us what to think, do, believe, or feel.
 - ▶ You need to know how to recognize and use persuasion in order to evaluate and analyze the persuasive messages that surround you.
- 

Where exactly do I see it?

- ▶ **“All of this for three easy payment of \$19.95!”**
- ▶ **“This is the MUST-SEE movie of the year!”**
- ▶ **“Vote for Maria for Student Body President.”**
- ▶ **Thumbing through magazines will show you hundreds of product ads, glancing out a car window will reveal larger-than-life billboards advertising anything and everything, or skim through the editorial section of the newspaper and you will find writers jamming their opinion down your throat.....Persuasion is everywhere!**


What is it?

- ▶ **Persuasion is the art of convincing individuals to do or believe something.**
- ▶ **When you persuade, you are convincing others to see it your way; to adopt your point of view on an issue.**

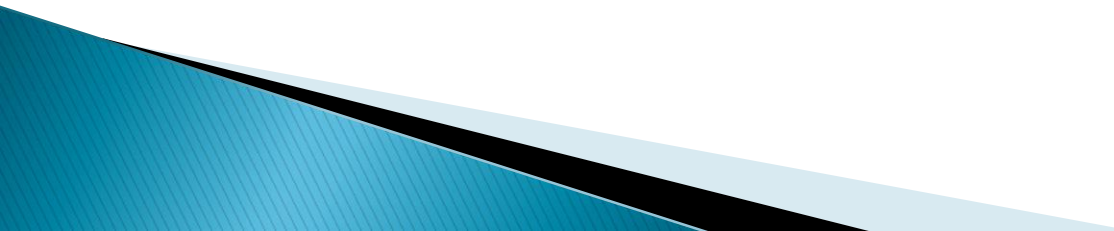
But this is harder than it seems...



What do you mean?

- ▶ **When we try to persuade others to see it our way, we must do so in a thoughtful manner. We must back up our claims with facts, not opinions. Simply telling someone “...because I said so!” or starting a “Is too!” “Is not!” argument will get us nowhere.**
 - ▶ **Our claims must have substance.**
- 

So how do I persuade?

- ▶ **There are a few persuasive techniques that one must know, whether we are analyzing or convincing.**
 - ▶ **We can persuade others by using:**
 - **Logical Appeals**
 - **Emotional Appeals**
- 


Logical Appeals

- ▶ Readers often use their head to make decisions about what they do or believe. Because of this we must speak to their common sense.
- ▶ Logical appeals consist of an opinion statement that is supported by reasons and evidence.

Logical Appeal Part One: OPINION

- ▶ **Opinion statements state the issue and the writer's opinion of that issue.**
- ▶ **Example: “We should buy products with less packaging.”**

Logical Appeal Part Two: REASON

- ▶ A reason answers the question “Why?” about an opinion statement.
 - ▶ Why does the writer feel we should buy products with less packaging?
 - ▶ Example: “Consuming products with less packaging would ease the burden on our overcrowded landfills.”
- 

Logical Appeal Part Three: EVIDENCE

- ▶ Evidence provides important support for the reason. After reading a story, one might ask “What makes the writer say that? Where is the evidence behind their claim?”
- ▶ Evidence can come in four forms:
 - Fact
 - Statistic
 - Example
 - Anecdote

Logical Appeal Part Three (cont'd)

- ▶ **Fact:** A statement that can be proved.
 - “Last year the PTA voted to ban backpacks in the classroom.”
- ▶ **Statistic:** A fact in number form.
 - “Sixty-three percent of students at Oasis have not attended a sports event.”
- ▶ **Example:** A specific instance that illustrates a general idea
 - “Every month, I earn a little extra money by taking aluminum cans, bottles, and old newspapers to the recycling center.”
- ▶ **Anecdote:** A brief story that illustrates a general idea.
 - “My sister spent half an hour deciding what to wear to school this morning. She changed her outfit twice before we pushed her out the door!”

Identify the parts of Logical Appeal

- ▶ **People should spend less time in front of the television, because television can be harmful to your health. A study by the federal government shows that boys and girls who watch four or more hours of television a day are more likely to be overweight than those who watch less.**

Opinion

- ▶ **People should spend less time in front of the television, because television can be harmful to your health. A study by the federal government shows that boys and girls who watch four or more hours of television a day are more likely to be overweight than those who watch less.**

Reason

- ▶ People should spend less time in front of the television, **because television can be harmful to your health.** A study by the federal government shows that boys and girls who watch four or more hours of television a day are more likely to be overweight than those who watch less.

Evidence

- ▶ **People should spend less time in front of the television, because television can be harmful to your health. A study by the federal government shows that boys and girls who watch four or more hours of television a day are more likely to be overweight than those who watch less.**

Emotional Appeals

- ▶ **Speaking to a reader's heart, rather than their head, is also a powerful tool. Have you ever wondered why TV advertisers use cute, cuddly looking babies to sell diapers? Or what about depressed, malnourished puppies to convince us to adopt shelter dogs?**
- ▶ **Emotional appeal is when a writer attempts to persuade readers by touching their emotions.**

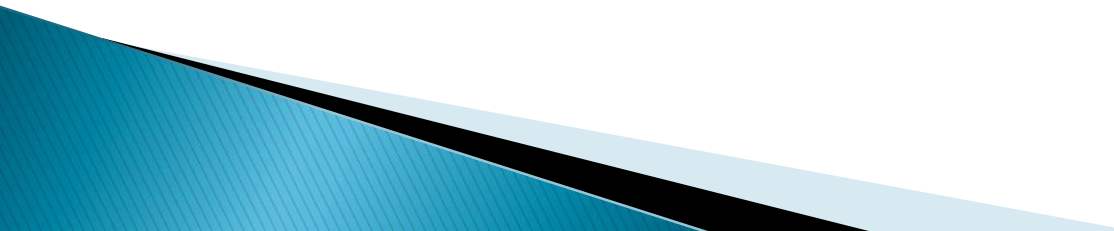
Emotional Appeal

- ▶ Emotional Appeals can stir up feelings of guilt, happiness, fear, etc.
- ▶ For example:
 - When I arrived at the beach, the first thing I saw was an oil-soaked chick sadly squawking next to its mother. I picked up the frail chick and did my best to wash the black gunk from its tiny wings. I realized then that it would take much time and money to clean up this mess.

Emotional Appeal

- ▶ **What emotion does that cause you to feel?**

Persuasive Writing

- ▶ **Logical Appeals and Emotional Appeals are very different, but are each very important. Skilled writers will not choose to sway readers with one type of persuasion. Skilled writers use a mixture of logical and emotional appeals to persuade their readers.**
 - ▶ **It is critical that you know your audience. Knowing the audience allows you to figure out what persuasive techniques will make them inclined to accept your point of view on an issue.**
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Now, let's practice!

- ▶ Grab an *Elements of Language Book* and open to page 252–254. Read the article “Force–Fed Television” and answer the five questions presented throughout the article.
 - ▶ Responses should be on a separate sheet of paper; turn in when completed.
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