**ELEMENTS OF PERSUASIVE WRITING**

**APPEAL TO REASON (a.k.a. rational appeal)**

**-**appeals to the part of humans that likes to think.

**-**presentation of what appear to be good, solid reasons to share the author’s point of view.

**-**uses *facts, definitions, cause and effect*, etc.

**EXAMPLE:** Many studies show that the most successful way for a student to improve his reading level is to read!

**EXAMPLE:** Approximately forty percent of students claim that they do not do their homework regularly.

**APPEAL TO AUTHORITY**

-writers rely on their authority, credibility, or general character.

-they present themselves as trustworthy.

-writers have education or personal experience that makes them an authority, or they may get their information from others who do, mentioning experts as sources to lend credibility.

**EXAMPLE:** The English teachers know from experience that the most successful students are those who come to school every day, pay attention in class, and complete all class assignments.

**EXAMPLE:** As a soccer-enthusiast I can assure you that this is a sport that will not only improve your cardiovascular health, enhance your hand-to-foot co-ordination, and boost your self-confidence, but will also increase your sense of overall well-being.

**EMOTIONAL APPEAL**

-writer appeals to powerful emotions, such as our love of country, family, peace, and justice, as well as to our fear and hatred of the things that threaten us.

**EXAMPLE:** Students, if you truly care about your future career, you will study, study, study!

**EXAMPLE:** If you care about your pets, butt out your cigarette.

**PERSUATION**

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| **DO’S** | **DON’TS** |
| * Organize your writing * Use a hook * Provide plenty of examples * Incorporate facts as well as opinions * Consider your audience * Consider their counter-arguments * End with appeal! | * Talk down to or threaten your audience * Make it black and white * Use the bandwagon argument * Be vague * Be overly negative * Try to distract your reader |

**Remember…**

* **Repetition, repetition, repetition…**
* **Cause and effect**
* **Sentence variety**
* **Analogies**
* **Hyperbole**