

What is the difference between Expository Essays and Persuasive Essays?

Defining Persuasive Writing

Persuasive Writing: Writing that has as its purpose convincing others to accept the writer's position as valid, adopt a certain point of view, or take some action.

Method:

- **Provides logical appeals, emotional appeals, facts, statistics, narrative anecdotes, humor, and/or the writer's personal experiences and knowledge.**

Defining Expository Writing

Expository Writing: Writing that enhances the reader's understanding of a topic by instructing, explaining, clarifying, describing, or examining a subject or concept.

Method

- **Provides facts, statistics, descriptive details, comparison, contrast, analysis, evaluation, definition, humor, and personal anecdotes.**

WRITING A PERSUASIVE ESSAY

**“To persuade somebody
with your writing is one of
the most empowering
things that you can do”**

Types of Persuasive Writing

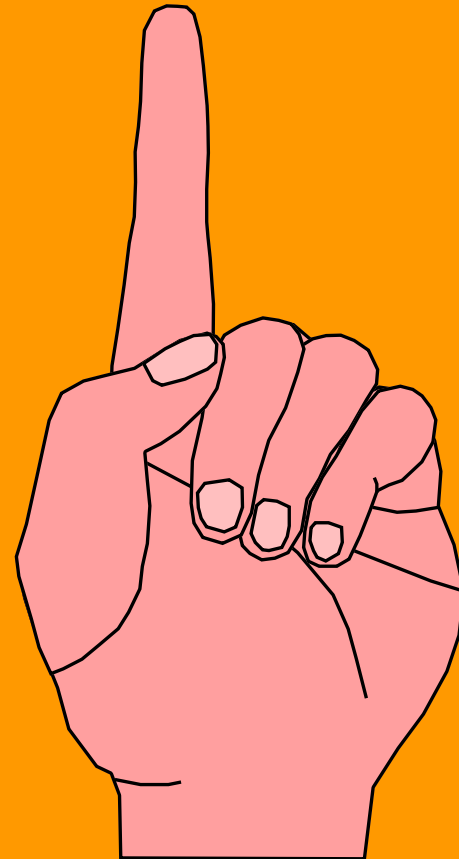
- **Editorials**
- **Political Speeches**
- **Public-Service Announcements**

Persuasive Essay

An essay in which a writer presents a case for or against a particular position, the writer expresses their opinion.

PURPOSE

- **In writing a persuasive essay your purpose is to convince your readers of your opinion.**



Audience



- **Knowing your audience -your readers-will help you find the evidence and language that will best present your opinion.**

Analyze your Audience

- **What do my readers know about the topic?**
- **What are their opinions or prejudices on the topic?**
- **About what parts of the issue might they be most concerned?**

Gathering Support

**Before you begin writing
you must gather evidence
on both sides of your issue.**

State Your Case

- **Your thesis statement should clearly state your opinion or position.**
- **Use facts to back up your position**

Take a Stand

- **During the pre-writing step of the writing process list both the *pros* (points that can be used to support your argument) and the *cons* (points that might be used against your argument)**
- **Decide early in the process to be firmly for or against a position. Don't "sit on the fence!"**

The T-Chart

- **The t-chart is an effective graphic organizer to use when in the pre-writing phase of writing a persuasive essay.**

Provide Support

- **Logical Arguments**
- **Statistics**
- **Expert Opinions**
- **Personal Observations**

Ask yourself these questions

- **Have you grabbed the reader's attention and interest?**
- **Have you stated your opinion clearly and firmly in your thesis statement?**
- **Does the evidence I provide support my argument/opinion?**
- **Have you ended with your strongest point?**
- **Have you addressed or answered any arguments from the opposition?**
- **Have I clearly restated my opinion in my conclusion?**

An effective persuasive composition...

- **Clearly establishes a position on the issue**
- **Fully develops an argument with specific details and examples**
- **Defends the writer's position with relevant evidence that is appropriate for the audience identified in the writing topic**

An effective persuasive composition...

- **Demonstrates that the writer can anticipate and counter the audience's position on the issue**
- **Uses specific facts, personal experience and knowledge and/or statistics to support the writer's position**

An effective persuasive composition...

- **Includes appeals to logic and/or emotion**
- **Contains an organizational structure appropriate for persuasion**

Important Terms for Argument:

- **Concession**
- **Refutation**
- **Counter-arguments**

Concession:

- **When you concede a point in an argument, you are saying that you actually agree with your opponent on a particular issue. Remember that this is not a sign of weakness. In fact, you are strengthening your ethical appeal because you are coming across as a reasonable person who is willing to see more than one side of the argument.**

Example of Concession

- **“I agree that a four wheeler is expensive, but I promise to take responsibility for the upkeep and maintenance of the machine with the money I earn doing jobs for the neighbors.”**

Refutation:

- **When you deliberately, directly attack an opponent's argument, point by point, you are said to be "refuting" the argument.**

Example of Refutation

- **“A four wheeler is completely safe when used properly and with the appropriate gear, such as a helmet. When used responsibly it is no more a threat to the safety of a driver than a skateboard.”**

Counter-Arguments

- **Anticipating and Addressing Counter-Arguments:** When you are making your argument, you must remain aware of what points your opponents will likely take exception to. If you can anticipate what the likely objections will be, and then address them in your argument, you'll likely strengthen your position.

Example of addressing a Counter Argument

- **“I know what you are thinking, I am not responsible enough to own an expensive machine; however, look at how well I keep my room clean and help around the house. I ask you to observe how well I have taken care of my bike and football equipment.”**

What is your opinion?

Writing Situation

Your favorite television show has been cancelled. The president of the television network has announced that he might change his mind about canceling the show if enough people write letters to complain about his decision.

Directions for Writing

Write a letter to the president of the television network to convince him to bring back your favorite show. Include specific details to support your position.