

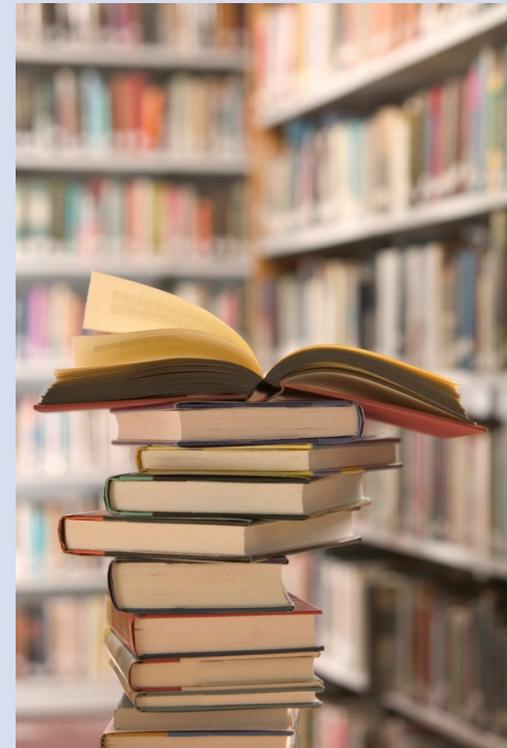
Persuasive Writing



Overview

This presentation will cover:

- The persuasive context
- The role of the audience
- What to research and cite
- How to establish your credibility



What is Persuasive Writing?

Definition: *persuasive writing...*

seeks to convince its readers to embrace the point-of-view presented by appealing to the audience's reason and understanding through argument and compromise.

Persuasive Genres

You encounter persuasion every day.

- TV Commercials
- Letters to the Editor
- Junk mail
- Magazine ads
- College brochures



Can you think of other persuasive contexts?

Steps for Effective Persuasion

- Understand your audience
- Support your opinion
- Know the various sides of your issue
- Respectfully address other points of view
- Find common ground with your audience
- Establish your credibility

When to Persuade an Audience

- Your organization needs funding for a project
- Your boss wants you to make recommendations for a course of action
- You need to shift someone's current point of view to build common ground so action can be taken

Understanding Your Audience

- Who is your audience?
- What beliefs do they hold about the topic?
- What disagreements might arise between you and your audience?
- How can you refute counterarguments with respect?

Understanding Your Audience

What concerns does your audience face?

For example:

- Do they have limited funds to distribute?
- Do they feel the topic directly affects them?
- How much time do they have to consider your document?

Understanding Your Audience

- Help your audience relate to your topic
- Appeal to their hearts as well as their minds.
 - Use anecdotes when appropriate
 - Paint your topic in with plenty of detail
 - Involve the reader's senses in these sections

Researching an Issue

- Become familiar with *all* sides of an issue.
 - find common ground
 - understand the history of the topic
 - predict the counterarguments your audience might make
 - find strong support for your own perspective

Researching an Issue

- Find common ground with your audience

For example:

Point of Opposition: You might support a war, whereas your audience might not.

Common ground: Both sides want to see their troops come home.

Researching an Issue

- Predict counterarguments

Example:

Your Argument: Organic produce from local Farmers' Markets is better than store-bought produce.

The Opposition: Organic produce is too expensive.

Researching an Issue

One Possible Counterargument:

Organic produce is higher in nutritional value than store-bought produce and is also free of pesticides, making it a better value. Also, store-bought produce travels thousands of miles, and the cost of gasoline affects the prices of food on supermarket shelves.

Support Your Perspective

- Appeal to the audience's reason
 - Use statistics and reputable studies
- Cite experts on the topic
 - Do they back up what you say?
 - Do they refute the other side?

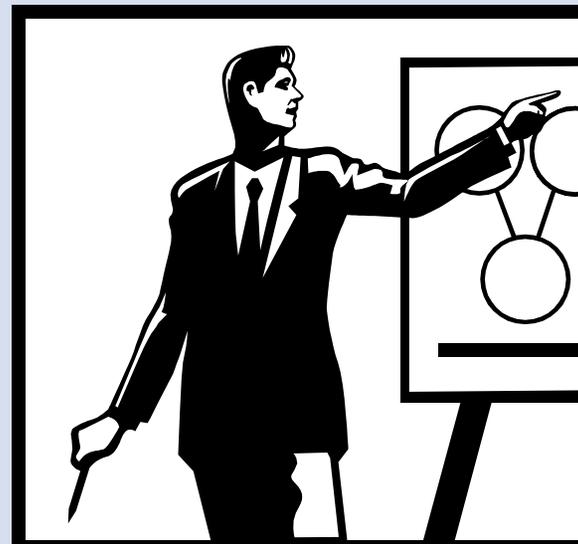


Cite Sources with Some Clout

- Which source would a reader find more credible?
 - *The New York Times*
 - <http://www.myopinion.com>
- Which person would a reader be more likely to believe?
 - Joe Smith from Fort Wayne, IN
 - Dr. Susan Worth, Prof. of Criminology at Purdue University

Establish Credibility

- Cite credible sources
- Cite sources correctly and thoroughly
- Use professional language (and design)
- Edit out all errors



Cite Sources Ethically

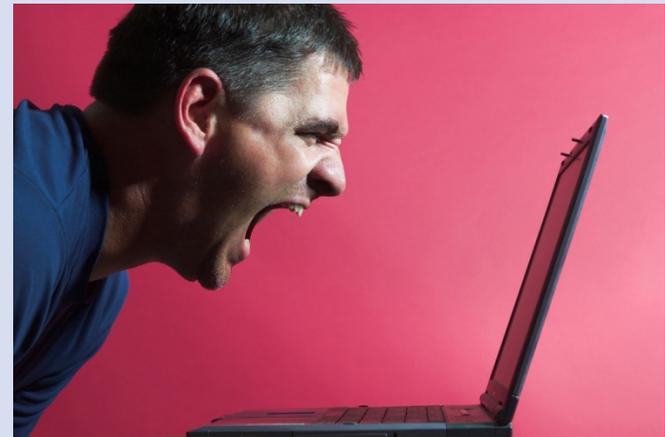
Don't misrepresent a quote or leave out important information.

Misquote: “Crime rates were down by 2002,” according to Dr. Smith.

Actual quote: “Crime rates were down by 2002, but steadily began climbing again a year later,” said to Dr. Smith.

Tactics to Avoid

- Don't lecture or talk down to your audience
- Don't make threats or “bully” your reader
- Don't employ guilt trips
- Be careful if using the second person, “you”



The End

