

What is the difference between argument and persuasion?

Argumentative Text vs. a Persuasive Text

Argumentative Writing	Persuasive Writing
makes claims based on factual evidence	makes claims based on opinion
makes counter-claims. The author takes opposing views into account.	may not take opposing views into account
neutralizes or “defeats” serious opposing ideas	persuades by appealing to the audience’s emotion or by relying on the character or credentials of the writer- less on the merits of his or her reasons and evidence
logic based	usually emotion based
often compares texts or ideas to establish a position	may not refer to sources

Argumentative and persuasive writing both aim to present a specific **point of view**, but they are different both in *how* they get their point across and *why*.

The author of an **argumentative text** will usually try to make his or her point through **reason**. This means identifying the opposing viewpoints and then using **facts, statistics, or other evidence** to *discredit* them so that the reader ultimately concludes that the writer’s position is correct. Argumentative papers are usually structured more like high-level **analysis**, with sections devoted to looking at key issues from multiple angles.

The author of a **persuasive text**, on the other hand, might use logic, but more often uses **passion** and **emotion** in an attempt to sway the reader’s loyalties. Opposing views are often acknowledged here, but aren’t usually analyzed. As a result, this sort of essay is often perceived to be essentially one-sided and is written based primarily on personal convictions.

Rhetorical Devices used in Persuasion:

- **Logos:** Facts and evidence- A statement of what is, or what will logically be.
- **Ethos:** Referring to an authority who can be trusted (their moral character, expertise or knowledge should sway the reader).
- **Pathos:** Influencing the emotional state of the audience (the reader might be moved to anger, sadness or joy).

Format of Persuasive Paragraph (Approximately 8-12 sentences):

Sentence 1): A hook

Sentence 2): A topic sentence in which you state your POINT OF VIEW (claim)

Sentences 3-8): 3 reasons why the audience should be moved to your POINT OF VIEW, with supporting details to clarify how each reason supports your claim (*the supporting detail sentences are sometimes merged with the reason sentences, so there is some flexibility with the number of sentences- what is important is that you list your reasons & INCLUDE support!*)

Sentence 9/10): A concluding sentence (or a few concluding sentences) which summarize(s) your 3 main points, rephrase(s) your POINT OF VIEW & leaves a lasting impression.

Transitional Expressions for Persuasion Paragraphs:

Give Reasons

&

Draw Conclusions

- one reason, another reason, a final reason
- last, finally,
- because, since, for
- although

- therefore, thus, hence
- consequently
- obviously
- it is evident that...

Sample Persuasive Paragraph:

More Free Time to Learn!

Imagine relaxing on warm, soft sand, while flipping the pages of a really great book, with no time pressures or worries to interfere with the simple pleasure of doing what you want, when you want, how you want! Most students can only daydream about such an experience because there are too many days of school, and not enough days of summer vacation; it's time for public schools in the USA to shorten the school year! One excellent reason to shorten the school year and lengthen summer vacation is that students would actually learn more! The best learning happens when students get to read/research/create what they want, how they want and when they want; which is what a relaxed kid has time to do when he/she is on vacation. Another reason to prolong summer vacation is that students would be more excited to return to school if it started up sometime in October. Students love the social aspect of school, but even that gets old, so a shorter school-year would mean students who were more happy to get back into the social scene of school! The final, but perhaps most important reason to shorten the school year, is because the pressures of school are contributing to the poor mental and emotional health of children and teens today. The best way to allow the youth of today a break from the anxiety-inducing pressures of the public education system, is to give them a much longer, anxiety-free, summer vacation. Clearly, the current length of the school year is preventing creative learning, defeating students' natural pleasure in being together, and harming their mental and emotional health; it's time to shorten the school year and lengthen vacation days in summer!

<u>Transition Words:</u>	Following	On the other hand	<u>Avoid Starting sentences with these words...</u>
A continuation	For	Once	A
Above	For example	Once again	An
Above all	For instance	Once more	The
Accordingly	For one thing	Otherwise	Next
Across from	Formerly	Over	First
Additionally	Further	Previously	Second(ly)
After	Furthermore	Primarily	Third(ly)
Afterwards	Hence	Provided that	Conjunction Words: For, And, Nor, But, So, Or, Yet
Again	However	Repeatedly	
Also	If	Similarly	
Although	Immediately	Since	<u>Avoid Passive Voice:</u>
Another	In addition (to)	So that	<u>Instead of "be" verbs use these...</u>
Around	In any event	Soon	Appears
As a result	In comparison	Specifically	Becomes
As if	In conclusion	Still	Continues
As long as	In fact	Still yet	Remains
As soon as	In front of	Subsequently	Grows
As though	In like manner	Then	Looks
As well as	In order that	Thereafter	Exemplifies
At length	In other words	Therefore	Seems
At once	In spite of	Third	Depicts
At the same time	In the middle	This	Illustrates
Away from	In the same manner	Though	Evolves
Before	Indeed	Thus	Turns
Beforehand	Initially	To begin with	Constructs
Below	Inside	To conclude	deconstructs
Besides	Instead	To continue	
Between	Instead of	To illustrate	
By comparison	Last	To exemplify	
Certainly	Last of all	To express	
Compared with/to	Lastly	To deconstruct	
Consequently	Later	To emphasize	
Despite this fact	Least of all	To repeat	
Differing from	Likewise	To sum up	
Down	Meanwhile	Toward	
Earlier	Moreover	Underneath	
Either	Most of all	Unfortunately	
Equally	Nearly	Unless	
Equally important	Neither	Until	
Even more	Nevertheless	When	
Even so	Next	Where	
Even though	Next to last	Whereas	
Farther	Not	While	
Final	Not unlike	Worst of all	
Finally	Notwithstanding		
	Now		
	On the contrary		