

Persuasive Writing

Goal of persuasive writing:

Your goal is to get the reader to agree with the point of view that you present a particular topic. While it is easier to be persuasive when you agree with your presented position, a strong persuasive writer can be convincing, even if he/she does not totally agree with the position being taken.

General technique of persuasive writing:

Persuasive writing blends facts and emotion in an attempt to convince the reader that the writer is “right,” and it often relies heavily on opinion and emotion.

Starting point of persuasive writing:

A discussion issue must be present, and you must take a position.

Viewpoint presented in persuasive writing:

Persuasion has a single-minded goal. It is based on a personal conviction that a particular way of thinking is the only sensible way to think. You must present one side only—“your side.”

Persuasive writing may include ONE opposing point, but it is then quickly dismissed/refuted with a supporting statement that makes it seem to be incorrect or unimportant. For beginners, it is easier to present one side only, and that way there can be no confusion.

Audience of persuasive writing:

You need to be conscious and aware of the intended audience. Knowing what the audience may be thinking and currently believing is important, as you work extremely hard to persuade the audience to take your side.

Attitude of persuasive writing:

Pretend the audience will vote for the person who is most persuasive, and you want to gain another “vote.” You will write with strong voice and present as having personal conviction! Persuasive writing is personal, passionate, and can be emotional.