**Persuasive or argumentative essays**

***In persuasive or argumentative writing, we try to convince others to agree with our facts, share our values, accept our argument and conclusions, and adopt our way of thinking.***

**Elements toward building a good persuasive essay include:**

* **establishing facts** to support an argument
* **clarifying relevant values** for your audience (perspective)
* **prioritizing, editing, and/or sequencing** the facts and values in importance to build the argument
* **forming and stating conclusions**
* **"persuading" your audience** that your conclusions are based upon the agreed-upon facts and shared values
* **having the confidence** to communicate your "persuasion" in writing

**Persuasive Techniques**

* Emotive language
* Repetition
* Hyperbole
* Technical language
* Rhetorical questions
* Powerful verbs and strong adjectives

**Here are some strategies to complete a persuasive writing assignment:**

* Write out the questions in your own words
* Think of the questions posed in the assignment
* While you are reading and researching. Determine
* facts
* any sources that will help you determine their reliability   
  (as well as for further reference)
* what prejudices lie in the argument  
  or values that color the facts or the issue
* what you think of the author's argument

**List out facts**; consider their importance: prioritize, edit, sequence, discard, etc.

Ask yourself "What's missing?"

**What are the "hot buttons"** of the issue?

List possible emotions/emotional reactions and recognize them for later use

**Start writing a draft!**

Start as close as possible to your reading/research

* **Write your first paragraph**
  + Introduce the topic
  + Inform the reader of your point of view!
  + Entice the reader to continue with the rest of the paper!
  + Focus on three main points to develop
* **Establish flow from paragraph to paragraph**
  + **Keep your voice active**
  + **Quote source** to establish authority
  + **Stay focused** on your point of view throughout the essay
  + **Focus on logical arguments**
  + **Don't lapse into summary** in the development--wait for the conclusion
* **Conclusion - Summarize, then conclude, your argument**. **Refer**to the first paragraph/opening statement as well as the main points
  + does the conclusion restate the main ideas?
  + reflect the succession and importance of the arguments
  + logically conclude their development?
* **Re-read, Edit/rewrite**   
  to better telegraph your development and conclusion.