

Evergreen Chapter 13 – Persuasion

Persuade – define

Words to use when writing persuasively: should, ought, and must and should not, ought not, and must not.

Paragraph and Plan:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Transitional Expressions for Persuasion

Give Reasons	Answer Opposition	Draw Conclusions
First, second, third Another, next Last, finally Because, since, although, for	Of course Some may say Nevertheless On the other hand	Therefore Thus Hence Consequently

Methods of Persuasion: facts, referring to an authority, examples, predicting the consequences, answering the opposition.

1. Facts –

- A. Simply statements of what is
- B. Appeal to the mind, not just emotions
- C. Avoid blanket statements like “everyone” or “all people”

2. Referring to an authority

A. An expert is an authority who can be relied on to give unbiased facts and information.

B. Avoid quoting people who are not experts. It undermines your credibility.

3. Examples

A. An example should clearly relate to the topic and be typical enough to support it.

B. Avoid “atypical” or “anecdotal” examples

4. Predicting the Consequences

A. Helps the reader visualize what will occur if something does or does not happen.

B. Avoid exaggerating the consequences.

5. Answering the Opposition

A. Answering possible critics shows you are aware of the opposition's argument and are able to respond to it.

B. Avoid name calling –attack ideas not character

Chapter 13 – Persuasion

Practice 1

1.

2.

3.

4.

5.

6.

Practice 2

1.

2.

3.

4.

5.

6.

Practice 3

Facts

1.

2.

Referring to an Authority

3.

4.

Examples

5.

6.

Predicting the Consequences

7.

8.

Answering the Opposition

9.

10.