**PERSUASIVE WRITING**

**Goal/Objective/Purpose:**

To get your audience to **agree** with you/your point of view on a particular topic.

**General Technique:**

Blends facts and emotion in attempt to convince your audience that you are “right.”

(Often relies heavily on opinion)

**Starting Point:**

IDENTIFY a topic and your side.

**Viewpoint:**

Persuasion has a single-minded goal – often based on personal conviction - that a particular way of thinking is the only sensible way to think.

**Audience:**

Needs intended audience. Knowing what they think and currently believe, you “attack,” attempting to *sway* them to your side.

**Attitude:**

Persuasive writers can be aggressive, personal, passionate, and emotional.

**ARGUMENTATIVE WRITING**

**Goal/Objective/Purpose:**

To get your audience to **acknowledge** that your point is valid and deserves consideration.

**General Technique:**

Establishes Ethos, Logos, and Pathos

(stay tuned…)

**Starting Point:**

Research a topic and then align with one side.

**Viewpoint:**

Acknowledge that opposing views exist, not only to hint at what a fair-minded person you are, but also to give you the opportunity to counter these views tactfully and demonstrate how/why your view is worthy of consideration.

**Audience:**

Doesn’t need an audience to convince. You are content with simply “putting it out there.”

**Attitude:**

You don’t care if your audience agrees/disagrees.