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AN INTRODUCTION TO  
ARGUMENTATIVE WRITING

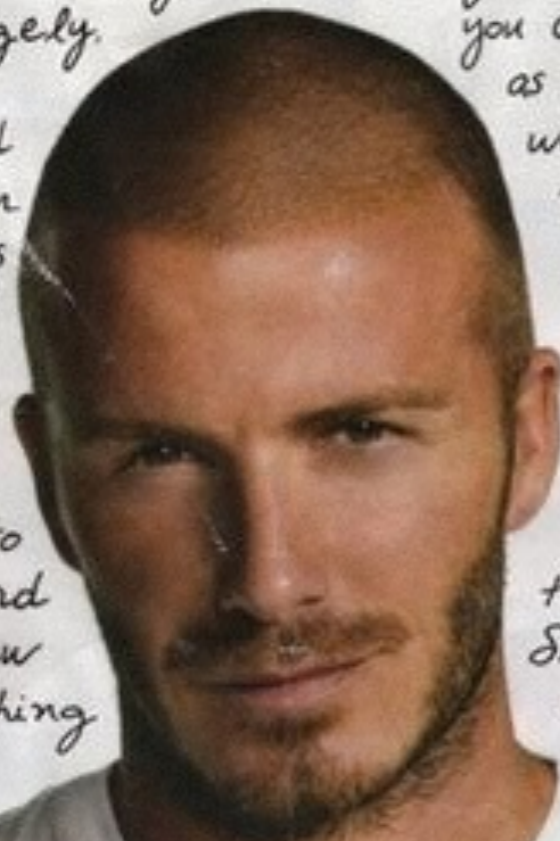
PERSUASIVE VS.  
ARGUMENTATIVE WRITING

# PERSUASION

- In persuasive writing, the writer aims to get the reader to agree with his/her perspective, and attempts to get him/her to adopt a belief or follow a course of action.
- A writer relies on a variety of appeals to persuade an audience: appeal to emotion (*pathos*), appeal to logic (*logos*), and appeal to ethics (*ethos*), which is based on the character, credibility, or reliability of the author.



This is the new Sharpie Pen. It doesn't bleed through paper, so you can write on both sides. It's such a cool pen, in fact, that you're reading this when you could be looking at David Beckham. If you did stop reading, you'd see that David Beckham is looking directly at you. You can practically see his wry smile out of the corner of your eye. But strangely, you can't look away from this ink as it turns letters into words and words into sentences. Sharpie has been making bold, vibrant markers write and stay permanent on just about everything but Sharpie that's around for years that add flair to a shopping list or a birthday card. Howard, the new most exciting thing to happen to Sharpie since...



So, whether it's a shopping list or to your Uncle Sharpie Pen is the to happen to David Beckham



YOUR WORDS HAVE POWER  
USE THEM WISELY.

16<sup>TH</sup> OCTOBER 2012  
WORLD FOOD DAY  
Hunger kills 2.5 million children every year.  
Your donation nourishes: [www.unicef.ch](http://www.unicef.ch)



Sharpie.  
WRITE OUT LOUD!  
[sharpie.com](http://sharpie.com)





# PERSUASION

- Persuasion is personal, passionate, and emotional.
- Persuasive writers “go after” their readers more aggressively. They consider which strategy will work best to achieve their purpose.
- A persuasive writer has a single-minded goal—to get what he/she wants. It is based on the writer’s personal conviction that his/her way of thinking is best. Consequently, the writer’s viewpoint is the only one represented.

# WHAT IS AN ARGUMENT?

<https://www.youtube.com/watch?v=kQFKtI6gn9Y>

(1:15-2:34)



In some ways, Cleese's definition of argument (*just a disagreement*) is correct.



Two people can have an argument without any rationale.

# OUR DEFINITION OF ARGUMENT

- Palin's definition, that an argument *isn't just contradiction...that it is a connected series of statements to establish a definite proposition*, is the definition that will serve as the basis of our writing in this class.



# SO HOW IS ARGUMENTATION DIFFERENT FROM PERSUASION?

- An argument is an appeal mainly to reason (*logos*). The writer connects a series of statements so that they lead logically to a conclusion.
- Good writers will combine appeals to reason with appeals to emotion as well to make a more effective argument.
- Argumentation does not try to move an audience to action; it's primary purpose is to demonstrate that certain ideas are valid and others are not.

*Argumentation is used to convince other people to accept, or at least acknowledge the validity of, your position; to defend your position, even if you cannot convince others to agree; or to question or refute a position you believe to be misguided, untrue, dangerous, or evil (Patterns).*

# STRONG ARGUMENTS...

- take a stand
- are logical and reasonable
- have true premises which lend themselves to the validity of the argument
- are supported by solid evidence from reputable sources
- reflect a serious attempt on the writer's part to have considered the issue from all angles



Argument has a formal structure. In an argument, you:

- 1) Make a claim (What do I think?)
- 2) Establish a logical chain of reasoning (Why do you think that?)
- 3) Provide evidence to support your reasoning (How do you know?)

IDENTIFYING CLAIMS AND PREMISES  
(SUPPORT) IN WRITTEN ARGUMENTS

# TIPS

Look for indicators!

Premise Indicators- since, because, for, as, follows from, as shown by, as indicated by, the reason is that, may be inferred from, given that

Conclusion Indicators- therefore, hence, so, accordingly, consequently, proves that, as a result, thus, for this reason, it follows that, which implies that

Or, you can try using KID LOGIC: Ask WHY!

- Read a sentence and ask, "Why should I believe that?"
- Look at the rest of the passage and see if you can find anything that looks like an answer to the why question.
- If you find an answer, then it is a premise and the original claim (the sentence about which you asked why) is the conclusion.



In Palin and Cleese's argument about argument, the claim was *We are not having an argument*. This is the conclusion of our argument. Now we have to provide premises or support to help our reader arrive at that conclusion.

1) All you are doing is contradicting me.

2) If all you are doing is contradicting me, then we are not having an argument. (an IF...THEN statement)

These two premises offer support for our claim.

# LET'S TRY ONE TOGETHER

Cats with long hair shed all over the house, so you should not get a long-haired cat. I've also heard they have a lot of fleas.



# YOUR TURN

- Find your partner.
- In the storage bag at your desk, you have several cut-up sections of a written argument. Work together to identify the claim, the premises of your argument, and identify the premise that does not offer support for your claim. Glue them onto the the chart that is provided for you.
- You have ten minutes.