**THE ART OF PERSUASION AND ARGUEMENTATION**

**Persuasive Writing**

* Persuasive essays use\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to convince readers to join the writer in a certain point of view. Often opinions are blended with facts.

**Argumentative Essays**

* Argumentative essays primarily focus on logic and reason to get the reader to accept his \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Relevant reasons and credible data are blended to demonstrate the writer’s argument as valid.

**Supporting Arguments**

* Logical Appeal (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)—Does the author’s proposal make sense?
* Ethical Appeal (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)– Is the author’s proposal the right thing to do?
* Emotional Appeal (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ )—Will accepting the author’s proposal make me feel better?

**Types of Supporting Arguments**

* Logos—an appeal to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (reason/evidence)
* Ethos-an appeal to do the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_and/or to personal character.

**Types of Supporting Arguments**

* Pathos-an appeal to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Types of Supporting Arguments**

* The Appeal to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

This is a logical \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – the speaker/writer suggest an idea is a good one because a large group of people believe that it is.

*Just like the logical fallacy from the Great Debaters that suggested that all unemployed people are starving.*