



The Art of Persuasion😊



Argumentative writing is all about
persuasion.

What is persuasion?

Persuasion is a means of **convincing** people:

- to buy a certain product
- to believe something or act in a certain way
- to agree with a point of view

Where did persuasion come from?

- Well...um...it's always been around...sheesh. BUT
- The Ancient Greeks analyzed persuasion and broke it down for us...
- The Greeks believed argument and debate were the highest forms of discussion (discourse)
- Being able to intelligently argue ALL sides of an issue was an admirable trait.

Where did persuasion come from?

- Socrates (470BC – 399BC)
 - Considered the “founder” of Western Philosophy
 - Never wrote anything down.):
 - We know everything we know from other people’s accounts (mostly Plato)
- Plato (~425BC – 328BC)
 - Student of Socrates
 - Founded the Academy (first school of higher learning)
 - Discussed rhetoric (the art of speaking/persuading)
 - Taught Aristotle
- Aristotle (384BC - 322BC)
 - Student of Plato
 - Formally wrote about Rhetoric (logos, ethos, pathos)

From Aristotle's *Rhetoric*

[Rhetoric] has three divisions – (1) the speaker's power of evincing a personal character (ethos) which will make his speech credible; (2) his power of stirring the emotions (pathos) of his hearers; (3) his power of proving a truth, or an apparent truth, by means of persuasive arguments (logos).

-Aristotle


Persuasive Appeals

- There are three primary modes of persuasion (appeals):
 - Appeals to **logic (logos)**
 - Appeals to **emotion (pathos)**
 - Appeals to **ethics (ethos)**

Appeals to Logic

Use:

- **Facts**
- **Statistics**
- **Personal testimony / Cite authorities**
- **Quote research**




The level of pollutants in Lake Acworth has nearly doubled in the past decade. According to the Environmental Protection Agency, any water sample with more than 6% contamination is considered “dangerous,” and Lake Acworth samples have been shown to be up to 10% contaminated. This high level of contamination is causing harm to the ecosystem in the lake. For example, over 1,000 trout died just last year as a result of living in the contaminated lake water.

Appeals to Emotion

Use:


- **Use charged words (vivid language, appeal to fear, appeal to vanity)**
- **Use figurative language**



The water quality in Lake Acworth is utterly deplorable. The disgusting state of the lake has caused thousands of fish to die horrible deaths and caused dozens of people to become terribly sick with food poisoning after eating the toxic fish caught in the lake. Swimming in the lake is like bathing in raw sewage. If something isn't done immediately, more fish will die, more people will become sick, and our once beautiful lake will be reduced to a sludge-filled sewage dump.

Appeals to ethics

- Show that you are **trustworthy**
- Show **respect** to the audience
- Show the audience that you are **intelligent** and that you **care** about the cause being discussed



The city of Acworth is quickly becoming one of the most populated cities in the state. As our city grows, it brings great opportunities for business and industry to thrive; however, the city needs to make sure it is protecting one of its most valuable resources: Lake Acworth. It is becoming more and more polluted. I have lived in this community for twenty years, and I have spent many weekends walking along the beaches of the lake and picking up garbage. I even organized an annual “Clean up day,” but the lake needs more help. We all deserve a clean lake in our community, and we all need to work together to make sure the lake stays beautiful for generations to come.

Opposing Argument...

- Remember how the Greeks thought being able to argue ALL sides was important? – You should be able to do that too.
- Look at the issue from your opponent's perspective – why would they disagree with you?
- Then, show your opponent why he/she is wrong. Argue against the specific argument that your opponent might give...

Opposing Argument

Some opponents of this measure might claim that cleaning up the lake is too costly; however, the opposite is true. As the water quality worsens, property values will drop, and fewer businesses and tourists will be attracted to the area. This will potentially cost the City of Acworth millions of dollars in lost revenue.

Use them all...

- Combining all three types of persuasive appeals AND an opposing argument in an essay is the best way to win over your audience...

The city of Acworth is quickly becoming one of the most populated cities in the state. As our city grows, it brings great opportunities for business and industry to thrive; however, the city needs to make sure it is protecting one of its most valuable resources: Lake Acworth. I have lived in this community for twenty years, and I have spent many weekends walking along the beaches of the lake and picking up garbage. I even organized an annual "Cleanup Day," but the lake needs more help. We all need to work together to clean up Lake Acworth.

The state of the lake has deteriorated significantly over the past decade, and the current water quality is deplorable. In fact, the level of pollutants in Lake Acworth has nearly doubled in the past decade. According to the Environmental Protection Agency, any water sample with more than 6% contamination is considered "dangerous," and Lake Acworth samples have been shown to be up to 10% contaminated. This is completely unacceptable. This high level of contamination is causing immense harm to the ecosystem in the lake. For example, over 1,000 trout died just last year as a result of living in the foul lake water. In addition, dozens of people have become terribly sick from eating toxic fish from the lake. This lack of oversight cannot continue, or the Lake will be reduced to a sludge-filled sewage dump.

Some opponents of this measure might claim that cleaning up the lake is too costly; however, the opposite is true. As the water quality worsens, property values will drop, and fewer businesses and tourists will be attracted to the area. This will potentially cost the City of Acworth millions of dollars in lost revenue.

The citizens of a great city like Acworth deserve a lake that is as prosperous and beautiful as the city itself, so write to Mayor Tommy Allegood and tell him that you support cleaning up Lake Acworth!

Look at the paragraph

- Highlight all logical appeals (logos) in pink
- All emotional appeals (pathos) in green
- All ethical appeals (ethos) in orange