

Persuasive Essay

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getting what
you want, so
give

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Persuasion



Persuasion

- Convincing someone of something



Persuasion

- Convincing someone of something (or at least getting them to admit the possibility)



Persuasion

- Convincing someone of something (or at least getting them to admit the possibility)
- We do this in life; how do we do it on paper?



Opinions



Opinions

- “Opinions are like a**holes; everybody’s got one.”

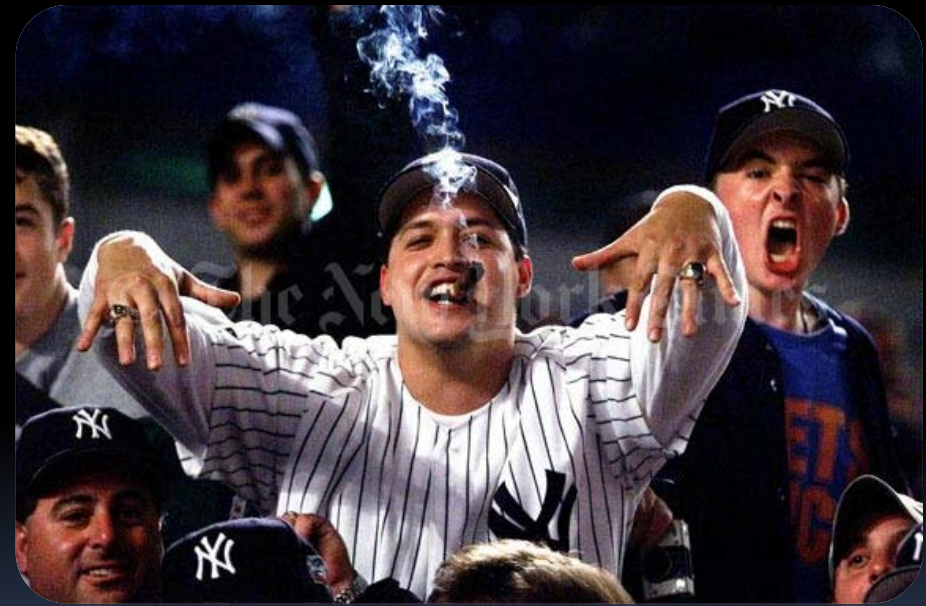


Opinions



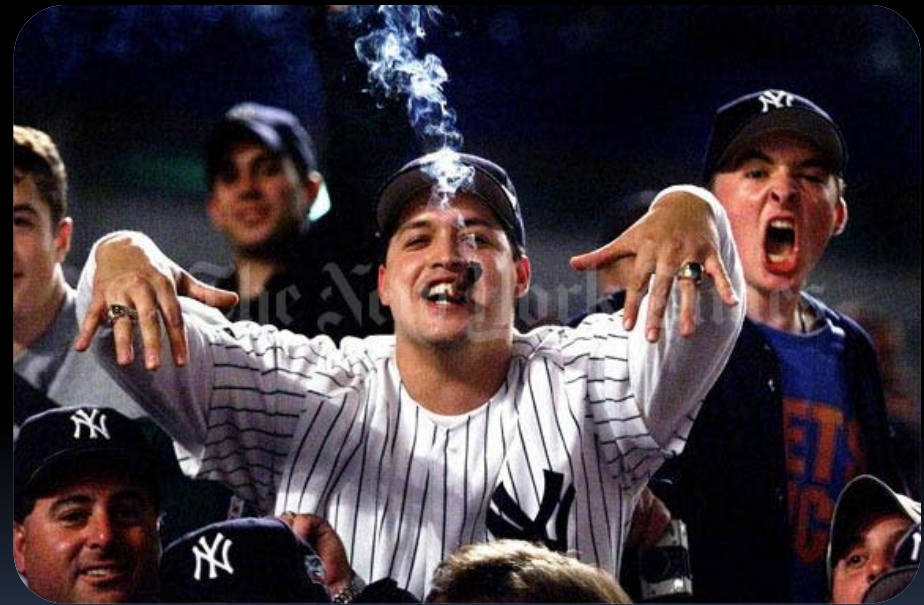
- “Opinions are like a**holes; everybody’s got one.”
- So how can we persuade people that our opinions are worth considering?

Bad:



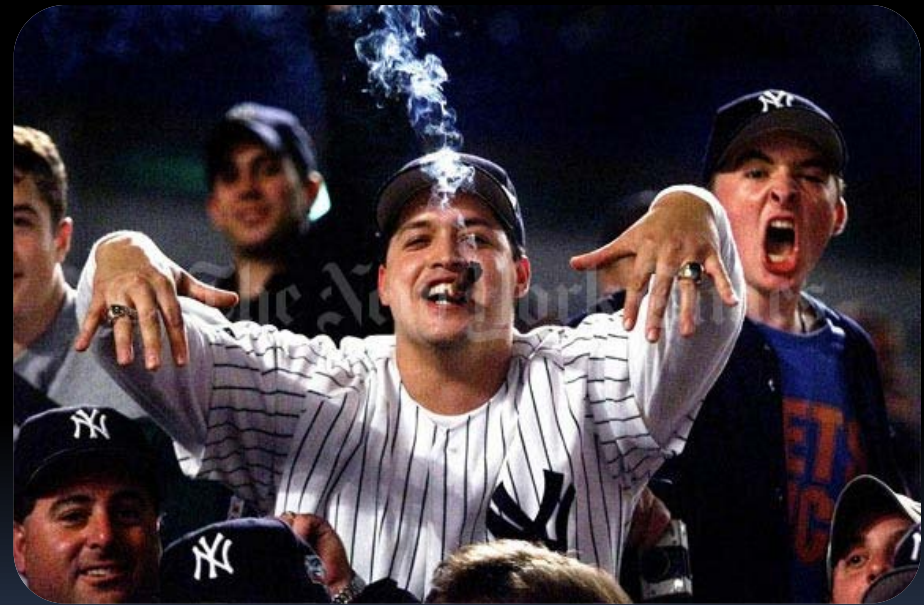
Bad:

- “The Yankees are the best team ever!”



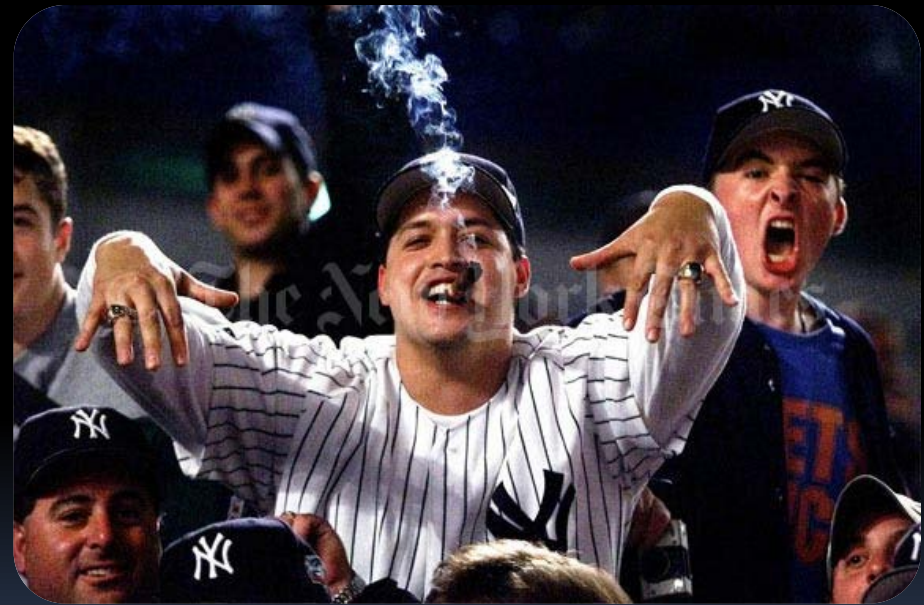
Bad:

- “The Yankees are the best team ever!”
- “How do you know?”



Bad:

- “The Yankees are the best team ever!”
- “How do you know?”
- “Cause I’m right, and you’re a moron.”



Good:



Good :

- “The Yankees are the best team ever.”



Good :

- “The Yankees are the best team ever.”
- “How do you know?”



Good :

- “The Yankees are the best team ever.”
- “How do you know?”
- “Well, let’s look at the record: 27 world championships, 40 pennants, more players in the Hall of Fame than any other team...”



Good :



- “The Yankees are the best team ever.”
- “How do you know?”
- “Well, let’s look at the record: 27 world championships, 40 pennants, more players in the Hall of Fame than any other team...”
- “Says who?”

Good :



- “The Yankees are the best team ever.”
- “How do you know?”
- “Well, let’s look at the record: 27 world championships, 40 pennants, more players in the Hall of Fame than any other team...”
- “Says who?”
- “The Baseball Almanac.”

Good :



- “The Yankees are the best team ever.”
- “How do you know?”
- “Well, let’s look at the record: 27 world championships, 40 pennants, more players in the Hall of Fame than any other team...”
- “Says who?”
- “The Baseball Almanac.”
- “Oh.”

Reliable Sources



Reliable Sources

- Statements by Authority



Reliable Sources

- Statements by Authority (involved in the issues you're arguing)



Reliable Sources

- Statements by Authority (involved in the issues you're arguing)
- Interviews



Reliable Sources

- Statements by Authority (involved in the issues you're arguing)
- Interviews
- The Body of Common Knowledge



Reliable Sources

- Statements by Authority (involved in the issues you're arguing)
- Interviews
- The Body of Common Knowledge
- Statistics



“Troubled” Sources



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- Celebrities

“Troubled” Sources



- Celebrities
- Those who are highly educated, but not in the field on which they're commenting.

“Troubled” Sources



- Celebrities
- Those who are highly educated, but not in the field on which they're commenting.
- Anecdotal evidence

“Troubled” Sources



- Celebrities
- Those who are highly educated, but not in the field on which they're commenting.
- Anecdotal evidence
- Persons or institutions with something to gain

“Weaving In” Sources



“Weaving In” Sources

- Persuasive arguments are built on credible sources.



“Weaving In” Sources

- Persuasive arguments are built on credible sources.
- Cite sources as you go.



“Weaving In” Sources

- Persuasive arguments are built on credible sources.
- Cite sources as you go.
- The best website for help:



“Weaving In” Sources

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“Weaving In” Sources

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- **Rule:** Was I born knowing this? No? Where did I find it?



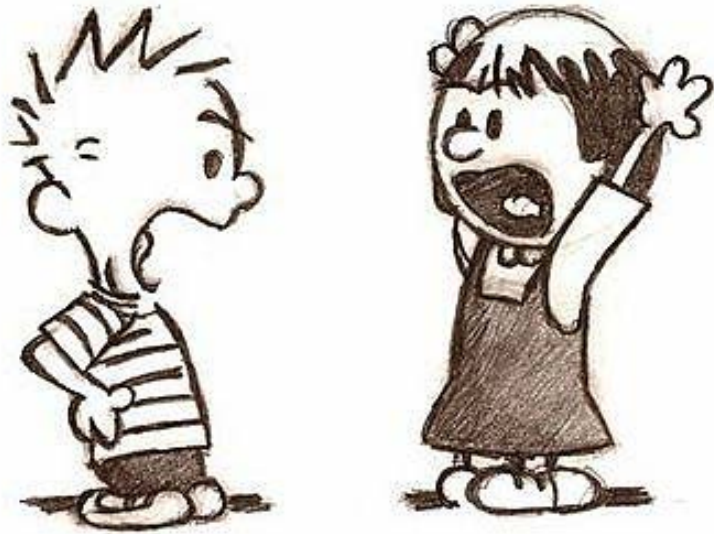
Example: Spot the Sources

- Schindler's List represented a giant leap forward in Spielberg's career as an adult filmmaker. From the beginning of his career, thanks to films like E.T. and Hook, the knock on the director was that he was just "a big kid with a studio and millions of dollars to play with" (Charles Higham, Spielberg: The Man and His Movies, p. 257). In fact, even those he worked with thought Spielberg was very childlike. Julia Roberts, who played Tinker Bell in Hook, once said, "Steven is Peter Pan, the boy who never grew up" (Higham, p. 258).

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Refuting Arguments



Refuting Arguments



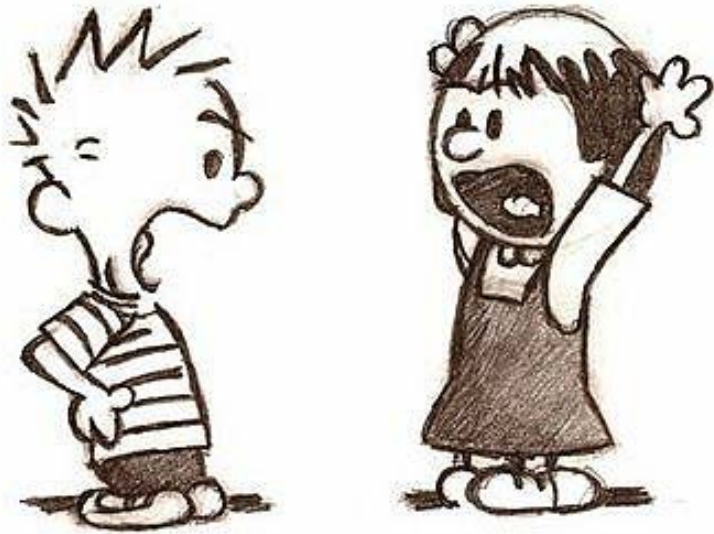
- Persuasion requires being familiar with the other side

Refuting Arguments



- Persuasion requires being familiar with the other side
- “Refuting” often refers to disproving

Refuting Arguments



- Persuasion requires being familiar with the other side
- “Refuting” often refers to **disproving**
- To appear open-minded, **concessions** are also good idea.



Concessions



Concessions: Legalizing Drugs



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EXAMPLE: "While it may be true that legalizing drugs might encourage those who never have to try them initially, the trade-off is that much of the gang warfare (and the innocent lives affected *by* that warfare) goes away, thus saving lives."

Concessions: Legalizing Drugs

EXAMPLE: "While it may be true that legalizing drugs might encourage those who never have to try them initially, the trade-off is that much of the gang warfare (and the innocent lives affected by that warfare) goes away, thus saving lives."



Why concede?

Why concede?

- To be fair, not every argument is 100% right or 100% wrong, and your refutation of an argument is often better when you make concessions (to concede a point is to admit that your opponent may be correct on one aspect in his/her argument). But even after making a concession, you can still attack the weak points as you see them.

A vertical bar on the left side of the slide, composed of several colored segments: a thin black line at the top, followed by a thin grey line, a thin yellow line, and a thick pink line at the bottom.

Possible Topics:



Possible Topics:

- Abortion
- 



Possible Topics:

- Abortion
 - Animal Rights
- 



Possible Topics:

- Abortion
 - Animal Rights
 - Gun Control
- 



Possible Topics:

- Abortion
 - Animal Rights
 - Gun Control
 - Global Warming
- 



Possible Topics:

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 - Pornography
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Possible Topics:

- Abortion
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 - Pornography
 - Smoking Bans
- 



Possible Topics:

- Abortion
 - Animal Rights
 - Gun Control
 - Global Warming
 - Pornography
 - Smoking Bans
 - School Issues
- 

Your Job



Chuck Norris

Your Job

- State the issue



Your Job

- State the issue
- State your opinion about the issue



Your Job

- State the issue
- State your opinion about the issue
- Argue why you're right, using relevant info



Your Job

- State the issue
- State your opinion about the issue
- Argue why you're right, using relevant info
- Discuss the other side, concede where you can, but refute



Your Job

- State the issue
- State your opinion about the issue
- Argue why you're right, using relevant info
- Discuss the other side, concede where you can, but refute
- Summarize



Time to rumble!

