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The Writing Centre's Guide to Persuasive Writing

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**WE ARE
WRITING TUTORS**

Persuasive Writing

Persuasive writing should:

1. Bring readers to your point of view
2. Convince readers that your message and arguments are valid

To produce strong persuasive writing, writers must know who their audience is and argue with this in mind

- What opinions do your readers currently hold?
- To what degree do your readers agree or disagree with your point of view?

How to Write Persuasively

Tip #1

- Use clear and relevant language.
 - For example, opening your paper with

“Uniforms should not be mandatory in schools because they are stupid”

- Is not appropriate for an academic or professional piece of writing.



Note: Avoid using slang phrases and language used when text messaging. These elements of writing are not professional or persuasive.

How to Write Persuasively

- A better, more professional statement would look like this:

“Uniforms should not be mandatory in schools because they deny students their individuality and freedom of expression.

- This statement of your opinion is appropriate for a persuasive piece of writing.



How to Write Persuasively

Tip #2

- Include a statement of your point of view (in an essay this would be your *thesis* statement).
- For instance, in a paper discussing the downfalls of students working too many hours while attending school, the following statement tells the reader exactly what the argument of the paper is.

“Working more than 15 hours a week is harmful for adolescents because it reduces their involvement with school, encourages a materialistic and expensive lifestyle, and increases the chance of having problems with drugs and alcohol.”



Notice that this statement includes a layout of the supporting arguments and points of the writer.

How to Write Persuasively

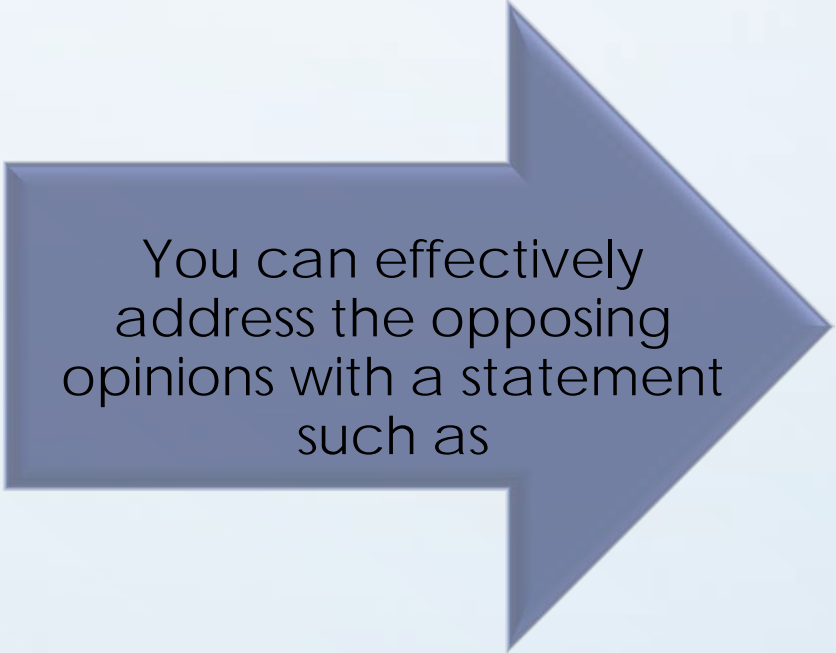
Tip #3

- Include the opposing point(s) of view and explain why they are incorrect.
- It is a mistake to simply ignore opposite views to your argument.
- Addressing these oppositions will strengthen your argument.



How to Write Persuasively

In a paper discussing the benefits of learning a second language



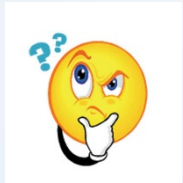
You can effectively address the opposing opinions with a statement such as

“ Although students may believe that studying a foreign language is a waste of time, learning a second language can create job opportunities and make traveling to foreign countries less intimidating.”

How to Write Persuasively

Tip #4

- What order should you present your arguments?



Possible order of arguments

→ Strongest argument
→ 2nd strongest argument
→ Weakest argument

→ Weakest argument
→ 2nd strongest argument
→ Strongest argument

→ 2nd strongest argument
→ Weakest argument
→ Strongest argument

Avoid this order!

Use *Emphatic order* (in which you end with your most important reason). The reader is most likely to remember your final argument.

How to Write Persuasively

Tip #5

Ask yourself some guiding questions during and after you have written your persuasive paper.

1. Have I provided persuasive details to support my argument?
2. Have I acknowledged the opposing point of view?
3. Is my language tactful and courteous?
4. Have I used transition words to help readers follow my train of thought?
5. Does my final paragraph include my strongest argument?

Review of tips:

1. Use clear and relevant language
2. Include a clear statement of your point of view
3. Include the opposing point of view
4. Place your strongest argument as the last paragraph in your paper
5. Review your paper to ensure you have all of these elements

You're finished!

**If you found this helpful, please speak to one of our Writing Centre tutors on ways to view these slides on your own time

