

ARGUMENTATIVE/PERSUASIVE ESSAYS!!!!!!!!!!

Ideally, argumentative and persuasive essays take a stance (opinion) on something, then go about trying to prove it to the reader. Argumentative and persuasive essays go beyond your normal five paragraph-style essay in that the whole point of these essays is to convince your reader to think, agree, or support what you are trying to prove. The differences in between the styles of essays usually lie in method, so let's start with the usual method in writing argumentative essays.

ARGUMENTATIVE ESSAYS

Strong tools that can be used to prove your opinion in an argumentative essay are juxtaposition, refutation, compare and contrast.

- Juxtaposition – This means that you take two things and put them side by side to accentuate one or the other. For instance, if you really want to argue that chocolate milk is better than strawberry milk, try putting the two together in writing. You would describe all the good qualities of chocolate milk followed by a description of all the negative qualities of strawberry milk. The reader is then left with an indelible impression of chocolate milk.
- Refutation – This is where you take the other side of the argument and work through its assumptions and claims. This can strengthen your own opinion in that you take into account the other side of the argument, thus enabling you to work through its contradictions and shortcomings. There is usually nothing more effective then proving the opposing side of your argument is wrong, thus validating your own.
- Compare and contrast – This is a lot like juxtaposition except you pay more attention to detail instead of just putting two together. Not only do you compare two things, but you work through the differences and similarities while paying attention to detail that will validate your argument.

PERSUASIVE

Logical reasoning and rhetoric are strong tools for persuasive essays.

- Logical reasoning - This is where you try and convince your reader through a logical argument that you are right. If I want to persuade you to give me ten dollars through logical reasoning, I would say something like this, "I just barely lost my job and all the rest of money went to pay rent. I only have five dollars cash left and I spend fifteen each week on food. I need ten more dollars to survive." Hopefully, you can pick something more convincing then that, but your argument should make sense.
- Rhetoric-In the simplest of terms, rhetoric is a style of speech or writing where its sole aim is to convince the recipient to believe or act a certain way. This can be done through emotion, drama, excitement, guilt, etc. This is pretty much a fancy way to say persuade. The point is, is to get your reader to believe what you want to say. Feel free to incorporate dramatic verbalizations, emotional writing, guilt or whatever to convince your reader. However, your arguments do have to make sense. Do not just go and make flimsy assertions.

Effective argumentative/persuasive essays can be very powerful! Good Luck!