Persuasive Strategies

- **CLAIM: STATE YOUR ARGUMENT**
  - In this essay, I am going to try to convince you that eating apples is bad for your health.

- **REFER TO BIG NAMES AND IMPORTANT PEOPLE IN THIS AREA**
  - Referring to important researchers, scientists, politicians can aid your argument.
    - Consider a few questions, though:
      - Are they well respected?
      - Are they considered experts in the field?
      - Is the information that they provided still relevant?
      - Are they controversial figures?
      - What relationship will your readers have with these people?

- **LOGOS (logic)**
  - Facts, figures, numbers, statistics. Consider a few questions, though:
    - Do these facts come from a reliable source?
    - Is the research reliable?
    - Are these facts convincing and interesting?

- **PATHOS (emotions)**
  - Making people feel happy, sad, excited, or angry can be convincing.
    - Many adoption commercials and advertisements play upon your emotions (pathos), for example.

- **ETHOS (ethics)**
  - Your believability as a writer or communicator. Consider a few questions:
    - Why should your audience trust you?
    - Why are you believable?