

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?



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