Writing Tips: **Persuasion**

If your thesis statement is an assertion, then the rest of your writing is an attempt to convince the reader of its validity. That is *persuasion*. **Persuasion is broader than an argument.**

For example, if I tell my students that reading helps them to become better educated, I do not expect students to disagree with my assertion. However, not all of them may be passionate readers, thus my goal would be to convince them to read more for better learning about and understanding of things and phenomena. This is an example of persuasion, but there is no argument because there are no opposing views. Persuasion without argumentation—possible; Argumentation (a debatable issue) without persuasion—impossible;

As a form of discourse, argumentation is the essence of critical thinking;  
--When arguing a point, present you thoughts honestly, logically, clearly.  
--You may refute your opponents claims.  
--Support your opinion with relevant evidence

**The purpose** of your persuasion or argumentation is to win the reader/audience or to modify their views.

**Components of your paper:**

All arguments include a proposition and support;  
In addition, use other forms of discourse, e.g. definitions of obscure terms, Background of the problem, refutation (show that the other side is wring).

**Organization** of arguments is important;

**Appropriate kinds of evidence** are important;  
See examples on p. 342 of your CD.