Argument and Persuasion

Elements of an Argument
Persuasive Techniques
Argumentative Writing

Name: ________________________________________________

English 8
Miss Hugus
Elements of an Argument
Notes

I. The Elements of an Argument
   A. argument
      1. A claim supported by ____________________________________________
      2. Appeals to _____________________, not to _______________________
   B. claim
      1. The writer’s ____________________ on a problem or issue
      2. May be stated directly
         a. Example: “Vitamins are good for you.”
      3. May be stated indirectly
         a. Example: “Take your vitamins – feel the difference.”
   C. support
      1. ____________________________________________ that back up the claim
      2. May include facts, statistics, examples, and quotations from experts
   D. counterargument
      1. A good argument anticipates what people with opposing viewpoints might say
      2. Important to counter objections by offering further evidence to support claim – this is the counterargument
Argumentative Writing Prompt

**TASK:** You will write an argumentative essay that includes evidence and a minimum of three parenthetical citations from a trusted source. Follow the steps of the writing process. You must use correct MLA formatting for the essay, parenthetical citations, and Works Cited page.

**GRADING:** Your essay will be evaluated using the 50-point holistic rubric provided.

**TONE/STYLE:** This will be a formal essay with MLA formatting and a Works Cited page. Consider your tone. You should use a serious, professional tone. This means that you should not use contractions, first-person language, or “you” in your writing, unless in direct quotations.

**RESEARCH:** We will use the online database Issues to research for this essay. To access:

1. Visit www.northallegheny.org
2. Click on the Academics tab
3. Click on Library
4. Click on Middle School Online Resources on the left
5. Click on ABC-CLIO
6. Click on Issues
7. Use the following information to log in from home:
   a. Username: northmiddle
   b. Password: allegh
Prewriting

Topic:

________________________________________

Claim:

________________________________________

________________________________________

Reasons:

1. (required) _________________________________________________________

________________________________________

2. (required) _________________________________________________________

________________________________________

3. (optional) _________________________________________________________

________________________________________

Graphic Organizer

INTRODUCTION

Attention-getting device:

General background of topic:

Thesis (claim + reasons):
<table>
<thead>
<tr>
<th>Reason #1:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evidence (use quotes if copying directly):</td>
</tr>
<tr>
<td>Source (include page #):</td>
</tr>
<tr>
<td>Analysis (bullet points explaining how evidence proves topic sentence):</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reason #2:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evidence (use quotes if copying directly):</td>
</tr>
<tr>
<td>Source (include page #):</td>
</tr>
<tr>
<td>Analysis (bullet points explaining how evidence proves topic sentence):</td>
</tr>
</tbody>
</table>
BODY PARAGRAPH – SUPPORT (OPTIONAL)

Reason #3:

Evidence (use quotes if copying directly):

Source (include page #):

Analysis (bullet points explaining how evidence proves topic sentence):

BODY PARAGRAPH – COUNTERARGUMENT (REQUIRED)

Opposing claim:

Evidence to disprove(use quotes if copying directly):

Source (include page #):

Analysis (bullet points explaining how evidence disproves opposing claim):
Conclusion

Restate thesis:

Final synthesis:

Call to action:
Persuasive Techniques – Notes

I. Persuasive Techniques
   A. Appeals by Association
      1. Bandwagon Appeal
         a. Taps into people’s desire to belong
         b. Example: Millions of teens have made City Jeans part of their wardrobe. What are you waiting for?
            Analysis: __________________________________________________________
                       __________________________________________________________
                       __________________________________________________________

      2. Snob Appeal
         a. Taps into people’s need to feel superior to others
         b. Example: Join the Brookside Club for Seasoned Skiers – because you’re way beyond the beginner slopes.
            Analysis: __________________________________________________________
                       __________________________________________________________
                       __________________________________________________________

      3. Testimonial
         a. Relies on the backing of a celebrity, an expert, or a satisfied customer
         b. Example: As a supermodel, it’s important for me to have a great smile. Brite Strips whiten your teeth without the wait.
            Analysis: __________________________________________________________
                       __________________________________________________________
                       __________________________________________________________

      4. Transfer
         a. Connects a product, a candidate, or a cause with a positive image or idea
            Analysis: __________________________________________________________
B. Appeal to Values
1. Ethical Appeal
   a. Tries to gain moral support for a claim by linking the claim to a widely accepted value
   b. Example: If you believe that every child deserves a good education, support the Great Minds Organization.
      Analysis: _______________________________________________________
                 _______________________________________________________
                 _______________________________________________________

C. Emotional Appeals
1. Appeal to Fear
   a. Makes people feel as if their safety, security, or health is in danger
   b. Example: How clean are the hotel rooms you’re staying in? You’ll be shocked by what our documentary reveals.
      Analysis: _______________________________________________________
                 _______________________________________________________
                 _______________________________________________________

2. Appeal to Pity
   a. Taps into people’s compassion for others
   b. Example: For the cost of one cup of coffee a day, you could save a life.
      Analysis: _______________________________________________________
                 _______________________________________________________
                 _______________________________________________________

D. Word Choice
1. Loaded Language
   a. Uses words with strongly **positive** or **negative** connotations to stir people’s emotions
   b. Example: The alley next to the parking lot is **dark** and **dangerous**.
      Vote to increase the number of street lamps in our neighborhood. Residents deserve to feel **safe** and **protected**.
```
<table>
<thead>
<tr>
<th>Question</th>
<th>Position on Dodgeball in Physical Education</th>
<th>The Weak Shall Inherit the Gym</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the author’s claim?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What support does the author provide?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What emotional appeals does the author use?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What ethical appeals does the author use?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What is the author’s tone? How does it affect you?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What does the author rely upon most to persuade – emotional appeals,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ethical appeals, or tone?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
```

[10]
Notes – Persuasive Writing Outline

I. Introduction
   A. Attention getting device (AGD) to hook the reader (1 – 4)
   B. Statement of topic and any background about topic (2 – 3)
   C. Thesis statement – what you claim and how you will prove it (1)

II. Body Paragraph – Supporting Reason #1
   A. Transition/topic sentence to introduce the first supporting reason (1 – 2)
   B. Evidence from text – quote or paraphrase with parenthetical citation (1 – 2)
   C. Analysis of the evidence – explain how it connects to and proves your reason (3 – 4)
   D. Concluding sentence that interprets the paragraph/connects to thesis (1)

III. Body Paragraph – Supporting Reason #2
   A. Transition/topic sentence to introduce the second supporting reason (1 – 2)
   B. Evidence from text – quote or paraphrase with parenthetical citation (1 – 2)
   C. Analysis of the evidence – explain how it connects to and proves your reason (3 – 4)
   D. Concluding sentence that interprets the paragraph/connects to thesis (1)

IV. Body Paragraph – Opposing Claim and Counterargument
   A. Transition/topic sentence to introduce the opposing claim (1)
   B. Evidence from text – quote or paraphrase with parenthetical citation (1 – 2)
   C. Analysis of the evidence – explain how it disproves opposing claim (3 – 4)
   D. Concluding sentence that interprets the paragraph/connects to thesis (1)

V. Conclusion
   A. Restatement of thesis statement (1)
   B. Final synthesis of information (2 – 3)
   C. Personal comment or call to action (1)
MLA Style (Modern Language Association): General Formatting

Fonts: Your essay should be typed in a 12-point font that is easily legible.

Spacing: Your entire essay should be double-spaced (including the heading), and there should be no extra spaces between paragraphs.

Margins: Set the margins to 1 inch on all sides.

Heading: In the upper left-hand corner of the first page of your essay, type your name, your teacher’s name, the course name, and the date on separate lines double-spaced.

Title: Double space after your heading and center the title of your essay. Use proper capitalization for titles, but do not underline, italicize, or place it in quotation marks. Double space again to start your first paragraph.

Indentation: Indent the first line of each paragraph. You may press [tab] to indent.

The first page of your essay will look like the following:

Your Name
Miss Hugus
English 8
18 December 2013
Your Title

Begin typing the introduction of your essay. Remember to indent each paragraph, but do not leave extra spaces between paragraphs.
MLA Style Parenthetical Citations: Secondary Sources

You must document the words, ideas, and evidence of other writers. The use of parenthetical citations enables the researcher to document a source briefly, clearly, and accurately. You must indicate to your readers not only what words you used in writing the paper but also exactly what you derived from each source and exactly where in the work you found the material.

Each of the following parenthetical references is brief, clear, and refers readers to a specific and complete citation listed in Works Cited. The citation looks like this:


1. Give the author’s last name and a page number of the source in parentheses.

Medieval Europe was a place both of “raids, pillages, slavery, and extortion” and of “traveling merchants, monetary exchange, towns of not cities, and active markets in grain” (Townsend 10).

The parenthetical citation reference (Townsend 10) indicates that the quotations come from page 10 of a work by Townsend. Given the author’s last name, your readers can find complete publication information for the source in the Works Cited that follows the text of your paper. The period is always placed after the citation.

2. Use the author’s last name in your sentence and place the page number(s) of the source in parentheses.

Townsend points out that Medieval Europe was a place both of “raids, pillages, slavery, and extortion” and of “traveling merchants, monetary exchange, towns of not cities, and active markets in grain” (10).

3. When paraphrasing, be sure to cite the source. If it is not your idea, it must be credited, even if you have put it into your own words.

Medieval Europe was a violent, crooked, and dishonest place (Townsend 10).

4. When a Source Has No Author and/or Page Numbers

Sometimes you will use a source that has no author and/or page number (this is common in many online resources). Here is an example of the Works Cited citation and the parenthetical documentation:


The warning is clear: “We must take action or life as we know it will cease to exist” (“Blueprint”).

For all rules above, when page numbers do not exist, you may omit them from the parenthetical citation.
ARGUMENTATIVE SCORING GUIDELINES

<table>
<thead>
<tr>
<th>Score</th>
<th>Focus</th>
<th>Content</th>
<th>Organization</th>
<th>Style</th>
<th>Conventions</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Sharp, distinct claim made convincing through a thoughtful and substantiated argument with evident awareness of task, purpose, counterargument, and audience</td>
<td>Substantive, specific, and relevant content that demonstrates a clear understanding of the purpose</td>
<td>Effective organizational strategies and structures that logically support reasons and evidence</td>
<td>Established and consistently maintained formal style with effective control of language, domain-specific vocabulary, stylistic techniques, and sentence variety</td>
<td>Consistent control of sentence formation</td>
</tr>
<tr>
<td>8</td>
<td>Clear claim made convincing through a credible and substantiated argument with general awareness of task, purpose, counterargument, and audience</td>
<td>Adequate and relevant content that demonstrates an understanding of the purpose</td>
<td>Adequate organizational strategies and structures that support reasons and evidence</td>
<td>Established and maintained formal style with appropriate control of language, domain-specific vocabulary, stylistic techniques, and sentence variety</td>
<td>Adequate control of sentence formation</td>
</tr>
<tr>
<td>6</td>
<td>Claim may lack a credible and/or substantiated argument; limited awareness of task, purpose, counterargument, and audience</td>
<td>Inadequate, vague content that demonstrates a weak understanding of the purpose</td>
<td>Inadequate organizational strategies and structures that ineffectively support reasons and evidence</td>
<td>Inconsistently maintained formal style with limited control of language, domain-specific vocabulary, stylistic techniques, and sentence variety</td>
<td>Limited control of sentence formation</td>
</tr>
<tr>
<td>4</td>
<td>Minimal evidence of a claim that lacks a credible and/or substantiated argument with little awareness of task, purpose, counterargument, and audience</td>
<td>Minimal content that demonstrates little or no understanding of the purpose</td>
<td>Minimal organizational strategies and structures</td>
<td>Ineffective formal style with little control of language</td>
<td>Minimal control of sentence formation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Undeveloped position with little support; may be a bare list</td>
<td>Minimal transitions that may or may not connect ideas and concepts</td>
<td></td>
<td>Many errors may be present in grammar, usage, spelling, and punctuation; errors present often interfere with meaning</td>
</tr>
</tbody>
</table>