

ARGUMENT ESSAY: ARGUING TO PERSUADE

Purpose

The goal of the arguing to persuade essay is, as the textbook describes, “to make a difference in a world that needs to change” (242). To make this change, the arguing to persuade essay aims to “[move] people to act” (241). To do this, you’ll use as a foundation the claims, reasons and evidence in the arguing to convince argument. To this you add “appeals to the writer’s character, to the emotions of the audience, and to style, the artful use of language” (241).

These are called rhetorical appeals. They can be identified by these terms:

- Logos—how you use reason and evidence to convince your audience of your argument
- Ethos—how you build your credibility with your audience
- Pathos—how you’ll use emotional elements in a productive and ethical way to get your audience to invest in your argument

As part of your process work on this essay, you will complete a worksheet in which you identify the rhetorical appeals you’ll use in your essay. Your essay will be on the same topic as the writing to persuade essay. While your goal in that paper was to convince them of your argument, the goal in this essay is to go one step further and persuade your audience to take action.

Issue

For this project, you will use the same topic as for your arguing to convince essay.

Audience, Voice and Style

See page 253 for an explanation of the audience, voice and style of this paper. You should also review page 255 for more on the audience. Your audience for this paper is not the same audience that read your arguing to convince essay. You are writing to a new audience, so you’ll still have to make a convincing argument before persuading them to act on that argument.

Tone

Your tone will be formal and professional. Your essay will be organized, revised for content, and edited for mechanics. Your essay must be formatted to APA guidelines.

Documentation

A major component of this project is your ability to document sources using the APA documentation system. See the APA/CMS tab (pages 444-97) in *A Writer’s Reference* for APA information. You must provide:

- in-text citation of all quotes, ideas, and other information from your sources;
- attributive tags throughout to identify sources;
- documentation of sources used in a Reference List.

You will use some of the same sources for this paper that you used in the arguing to convince essay. You will also find at least two new sources for this paper, that you’ll submit as a new research summary. You should follow the same research process and summary requirements as identified in the arguing to convince assignment.

Argument and Writing Process

We will follow the same basic process as we used in the arguing to convince essay.

Due Dates

Research Summary 4

10 November

Argument Worksheet

15 November

Rough Draft

17 November

Final Draft

22 November

English 1301

Matt Turner

Fall 2011

Name: _____ Grade: _____ Points: _____

Evaluation rubric for Persuade Essay²⁴	Excellent		Strong		Emerging		Undeveloped	
Essay provides a persuasive argument of stance on issue (requirements x2)								
Essay provides a convincing arguing using logos (requirements x2)								
Essay established ethos for the author (requirements x2)								
Essay provides ethical pathos productive to engage the audience in the argument (requirements x2)								
Essay sufficiently references the required sources to support logos, ethos, and pathos (ideas x2)								
Essay conveys a scholarly tone that establishes credibility with the audience (word choice)								
Essay uses correct in-text format for quotations and citations (documentation)								
Essay accurately documents sources in a Reference List (documentation)								
Essay has an effective introduction (paragraphs and structure)								
Essay is effectively organized and easy to understand (organization x2)								
Essay provides well-organized and coherent body paragraphs (paragraphs and structure)								
Essay has an effective conclusion (paragraphs and structure)								
Essay is reasonably thorough and thought-out (critical thinking x2)								
Essay contains few sentence structure errors (sentence fluency x2)								
Essay contains few mechanical and grammar mistakes (mechanics and grammar x2)								

Comments: