

# COMP

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Persuadin  
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Readers  
to Act

# LEARNING OUTCOMES

- 1 Know how to read an appeal for action
- 2 Describe a debatable issue
- 3 Make clear and rational claims, supported with reliable evidence
- 4 Use an informed and mature voice
- 5 Write, revise, and edit an essay persuading readers to act

# Rhetorical Situation For Persuasive Writing

- Purpose
  - *Convince readers to care about an issue and take necessary steps*
- Audience
  - *Intended readers are people who need to be pressed to act*
- Topic
  - *Related to a specific discipline*
  - *Political or social issue*
  - *Humanitarian concern*

# Qualities of an Appeal to Act

- Compelling and logical argument
  - *Describes the issue*
  - *Convinces readers of the issue's importance*
  - *Calls for a action*
  - *Fact-based and reasonable*
- Logical argument
  - *Based on reliable evidence*
  - *Avoids logical fallacies*
- Mature voice
  - *Sounds informed and genuine*

# Describe a Debatable Issue

- Henry Veldboom
  - *Calls upon North American readers to reconsider what they value*
  - *Title contains issue and central question*
  - *Introduction talks about North American wealth and its real cost*
  - *Conclusion states that individual consumers must change if society is to change*

# Make Clear and Rational Claims, Supported with Reliable Evidence

- Dr. Martin Luther King, Jr.
  - *Starts with a tragic contrast*
  - *Uses figurative language to describe the situation*
  - *Applies an analogy that clarifies the problem*
  - *Words and phrases are repeated, which creates urgency*
  - *Addresses specific audiences in turn*
  - *Provides response to the arguments of the opponents*



# Make Clear and Rational Claims, Supported with Reliable Evidence

- *Utilizes appropriate emotional appeals*
- *Repeats key phrases, which become a persuasive refrain*
- *Offers hope, and motivates readers to change society*
- *Appeals to ideals and humanity's better nature, envisioning a just society*
- *Concludes by urging the readers to work for a better future*

# Use an Informed and Mature Voice

- Kofi Annan
  - *Urges readers worldwide to help address AIDS and famine in Africa*
  - *Aims to create urgency about the issue in the title and introduction*
  - *Outlines the double catastrophe occurring*





# Use an Informed and Mature Voice

- *Contrasts women's situation before and after the onset of the issue*
- *Emphasizes new combination of necessary and related actions*
- *Suggests hopeful signs and cases to convince readers about possible change*



# Write, Revise, and Edit an Essay Persuading Readers to Act

- Select a topic
  - *List issues of interest*
  - *Pick a related topic that is debatable, significant, current, and manageable*
- Choose and analyze the audience
- Minimize the focus and find the purpose



# Write, Revise, and Edit an Essay Persuading Readers to Act

- Generate ideas and support
  - *Include opposing viewpoints*
  - *Investigate the issue*
  - *Study other calls to action on the same issue*
  - *Think about the range of actions taken in response*
  - *Consider desired results*



# Write, Revise, and Edit an Essay Persuading Readers to Act

- Organize thinking
  - *Make a claim*
  - *Evaluate the evidence, and develop a line of reasoning*
- Write a first draft
  - *Opening*
  - *Development*
  - *Closing*
  - *Title*



# Write, Revise, and Edit an Essay Persuading Readers to Act

- Improve the ideas, organization, and voice
- Edit and proofread by checking the following issues
  - *Words - Precise and understandable language*
  - *Sentence construction*
  - *Correctness – Error-free copy*
  - *Design - Formatted, attractive, and well documented*
- Prepare and publish

# SUMMARY

- Persuading people to do something is challenging
  - *Need to change people's minds in order to change their actions*
- Writers achieve this goal with sound logic, reliable support, and fitting appeals

