When composing an argument, name-calling, repeating yourself, circular reasoning, or other logical fallacies are ineffective. To an intelligent reader, thoughtful appeals and clear evidence are key. Concentrate on organizing claims, developing reasons/appeals, making transitions, keeping an appropriate style, and concluding with authority.

Aristotle determined that all persuasive appeals fall into one of three types:

**LOGOS:** A logical appeal. Based on Sound and Reasonable Thought.

**PATHOS:** An appeal to emotions. Anger, Sadness, and Affection Can Persuade.

**ETHOS:** Moral expertise and knowledge. Determining Right and Wrong.

**Prewriting**

<table>
<thead>
<tr>
<th>Topic</th>
<th>What position are you arguing?</th>
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<tbody>
<tr>
<td>Position statement</td>
<td></td>
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<tr>
<td>Audience</td>
<td></td>
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<tr>
<td>Main reasons/appeals</td>
<td></td>
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<tr>
<td>and key evidence</td>
<td>(may require research)</td>
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</tbody>
</table>

**Organizing:** Your position statement must be supported by claims, reasons, and evidence. The organizer has room for three main reasons or points, but you may have more than three.

**Claim**  
The first witness might be mistaken about what they saw.

**Reason/appeal**  
The witness' timeline of the events does not make sense.  
(logical appeal)

**Evidence**  
The witness saw the accused robbers enter the store when he started his breakfast.

**Evidence**  
The witness states that when his grits were ready he saw the defendants leaving the store.

**Evidence**  
Cooking grits takes him 15 minutes every day, so the timeline of five minutes is impossible.
Address counterarguments somewhere in the essay body.
What counterclaims will your opposition offer? Imagine the objections in advance and respond.

Some claim that...

However, this reason fails to account for...