

WRITING ARGUMENT

Name _____

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.

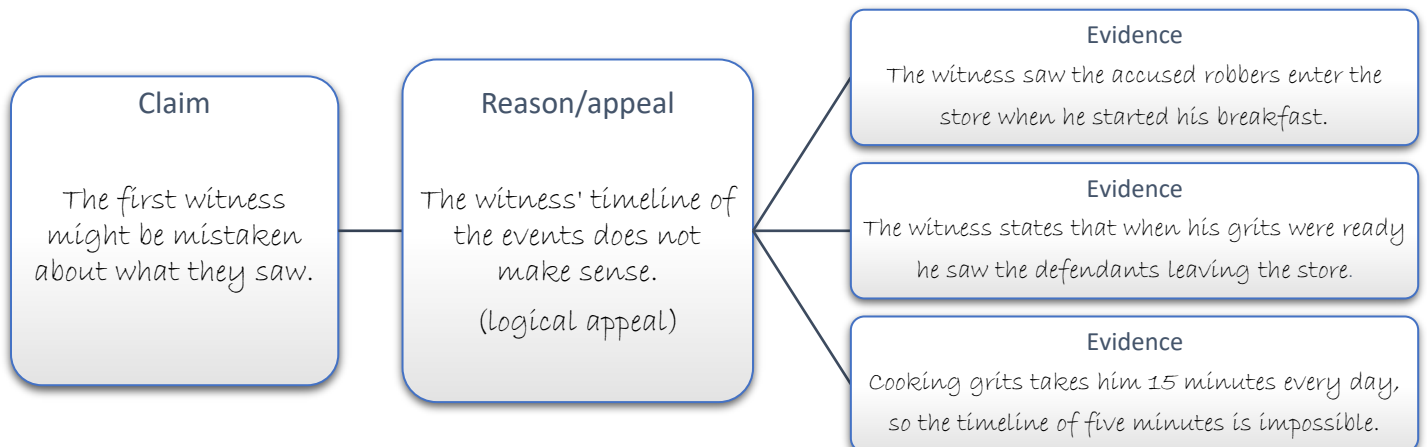
PATHOS: An appeal to emotions. Anger, Sadness, and Affection Can Persuade.

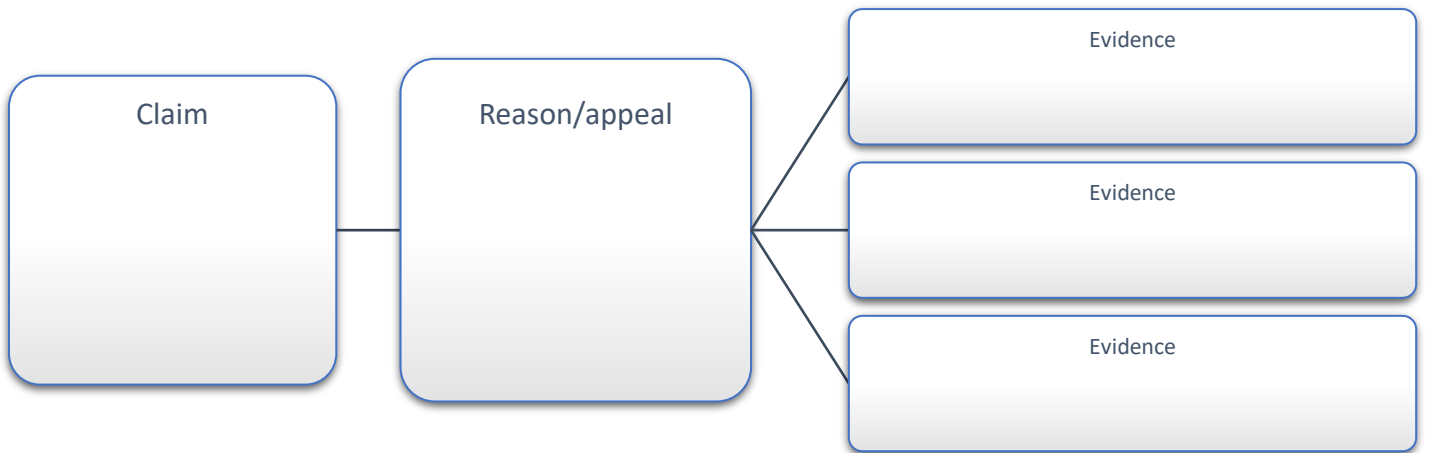
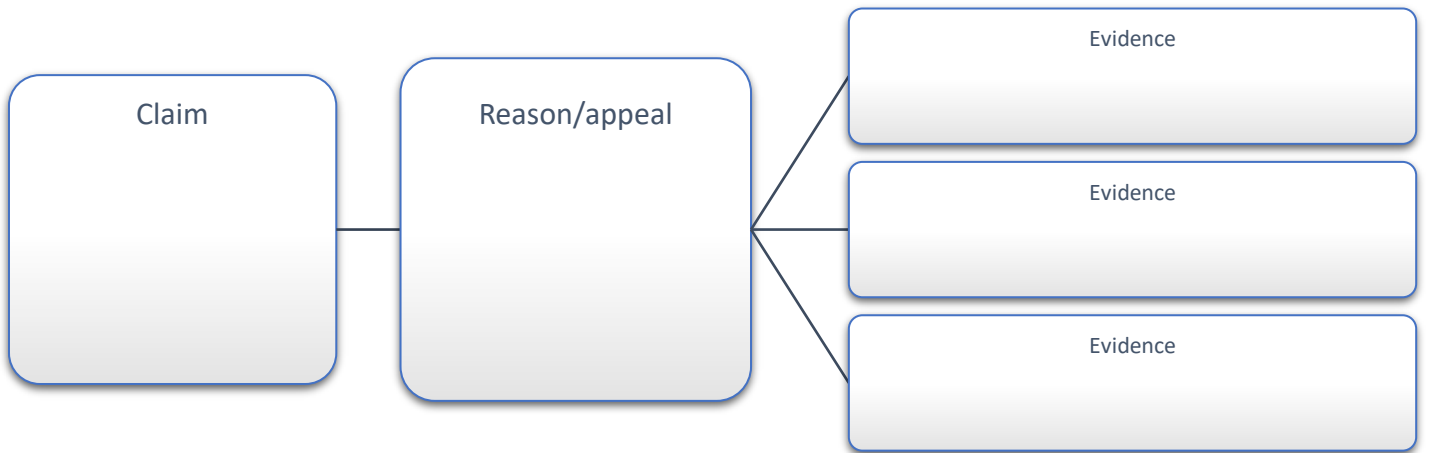
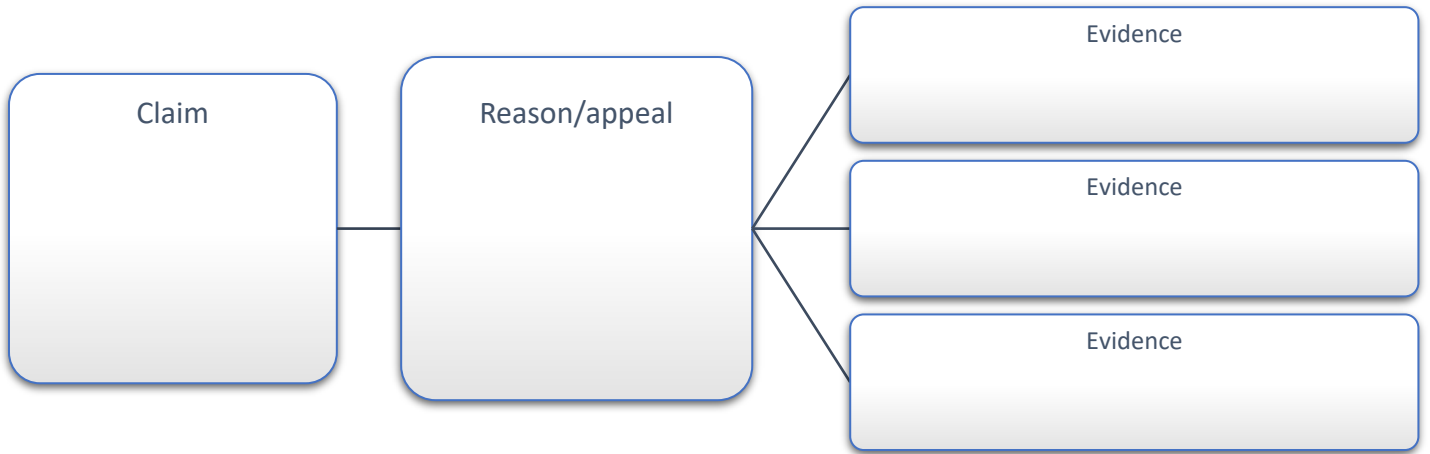
ETHOS: Moral expertise and knowledge. Determining Right and Wrong.

Prewriting

Topic	
Position statement	What position are you arguing?
Audience	Whom are you trying to persuade?
Main reasons/appeals and key evidence (may require research)	

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.





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...