

Persuasive Power

It is in BOTH the use of the FACTS, and LOGIC, AND the
INDIVIDUAL WORD CHOICE!

WORD CHOICE

Word choice should be **POWERFUL** and well-selected throughout

Be aware of credibility and ethics

Consider the following:

My dog died yesterday.

My dog was killed yesterday.

My dog was brutally and maliciously murdered yesterday.

WORD CHOICE

Consider powerful adjectives and adverbs as well as words that seem to imply or state that it is the best and only way to think.

Mandatory, absolutely, imperative, pervasive, necessary, unavoidably, detrimental, debilitating, etc.

WORD CHOICE : Figurative Language

Consider powerful similes, analogies, metaphors

What else could you compare your side of the topic to that would add meaning to your writing? Can you reference throughout the argument?

a competition, sport, game

a disease, condition, illness

Learning a new process or technique

Something we do and accept every day (brushing teeth, eating, sleeping, breathing, etc.)

ESTABLISHING AN ARGUMENT

Take out two sheets of paper.

Step 1

Choose a subject that you are in disagreement with somebody about (a parent, a friend, school). Must be legal.

For example, a video game, musician, type of music, hobby, specific rule or expectation, political view, etc.

Step 2

Make a list of your primary reasons for thinking the way you do.

Step 3

Write a paragraph or two in which you clearly organize and explain the ideas.

Use vivid wording. BE PERSUASIVE.

Step 4

Now the tables are turned!

You will WIN if you can successfully argue from the other viewpoint and we cannot tell the difference.

Make a list of all of your “opponents” views.

Step 5

Write a paragraph or two in which you clearly organize and explain the ideas.

Use vivid wording. Be **PERSUASIVE!**

Step 6

Sharing

Share your two paragraphs in any order.

See if the audience can tell the difference or not.