

Persuasive vs. Argumentative Essay

Persuasive Essay

- Starting point: identify the topic and **choose** your viewpoint/side.
- Purpose: convince the audience to **agree** with your viewpoint.
- Technique: **emotion-based**, one-sided, convince audience one side is the "right" or "correct" viewpoint.

Persuasive Thesis Statement Examples:

- Is a college education necessary?
- Should the minimum wage be increased?

Argumentative Essay

- Starting point: identify the topic, **research** evidence, decide which side to support.
- Purpose: **inform** the audience of the topic information.
- Technique: **logic-based**, provide evidence with claims, acknowledges opposing claims.
 - gives supporting evidence such as: examples, statistics, quotes by scientists, anecdotes, experiments, summarize textual evidence, etc.

How to format a Argumentative Essay? (*from Purdue Owl*)

- A clear, concise, and defined thesis statement that occurs in the first paragraph of the essay.
- Clear and logical transitions between the introduction, body, and conclusion.
- Body paragraphs that include evidential support.
- Evidential support (whether factual, logical, statistical, or anecdotal).
- A conclusion that does not simply restate the thesis, but readdresses it in light of the evidence provided.

Argumentative Thesis Statement Examples:

- Cloning research should not be restricted by governmental laws.
- Animal testing is unethical and should be outlawed.

Know your audience. Start by asking yourself these questions.

- **Who**: Who is my audience? What beliefs does my audience hold about the topic? What disagreements might arise between me and my audience?
- **What**: What concerns does my audience face, does the topic directly affect them?
- **How**: How much time does my audience have to consider my argument? How can I refute counterarguments with respect?

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the following list is from Middlesex Community College's Argumentative handout referenced at the end of this packet

	Persuasive Essay	Argumentative Essay
Goal	to get reader to agree with you/your point of view on a particular topic	convince reader to acknowledge your point of view is valid
General technique	blends facts and emotion in attempt to convince the reader that the writer is “right.”(Often relies heavily on opinion.)	offers the reader relevant reasons, credible facts, and sufficient evidence to support that the writer has a valid and worthy perspective
Starting Point	identify a topic and your side	research a topic and then align with one side
Viewpoint	persuasion has a single-minded goal. It is based on a personal conviction that a particular way of thinking is the only sensible way to think. Writer presents one side— his side. (Persuasive writing may include ONE opposing point, it is then quickly dismissed/refuted.)	Acknowledge that opposing views exist, not only to hint at what a fair-minded person you are, but to give you the opportunity to counter these views tactfully in order to show why you feel that your own view is the more worthy one to hold. Writer presents multiple perspectives, although is clearly for one side.
Audience	needs intended audience. Knowing what they think and believe, the writer “attacks” attempting to persuade them to his side.	Doesn’t need an audience to convince. The writer is content with simply putting it out there
Attitude	persuasive writers want to gain another “vote” so they “go after” readers more aggressively. Persuasive writing is more personal, more passionate, more emotional.	Simply to get the reader to consider you have an idea worthy of listening to. The writer is sharing a conviction, whether the audience ends up agreeing or not.

Persuasive Essay vs. Argumentative Essay

References

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