Argumentative writing seeks to persuade the reader to accept the writer's point of view.

1. Write a thesis statement that expresses a clear stance (or position) on the issue. 
   Example: Advertisements for cigarettes should be banned.

2. Include sufficient support.
   a. Recognize the difference between fact and opinion
      1. Fact is a verifiable truth
      2. Opinion is a belief based on impressions, experiences, or a person's base of knowledge.
   b. Make a list of points that support and a list of those that refute your position
      * Be prepared on both sides of the issue to properly support your stance

   a. If your tone is sarcastic, superior, or patronizing, you may alienate your readers
      Example: A person would have to be stupid not to know that handguns are . . .
   b. Avoid absolute terms such as all, always, every, and never. Instead use more moderate language to persuade: most, frequently, many, and rarely.

4. Keep your presentation logical.
   a. Use an inductive or deductive line of reasoning.
      1. Inductive reasoning moves from a series of specific instances or pieces of evidence to a general conclusion.
      2. Deductive reasoning moves from a general statement to a specific conclusion.
   b. Avoid logical fallacies by using sound logic to strengthen your argument.
      Achieve success through relevant, objective, compelling, documented, qualified authorities and research to support your ideas.

5. Consider emphatic order to arrange supporting material.
   * Arrange your details and examples so that each one has an impact that matches its relative importance. Cultivate acceptance of your point of view through order.


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