

EFFECTIVE PERSUASION

Developing Persuasive Documents

Overview

This presentation will cover:

1

The persuasive context

2

The role of the audience

3

Research and citations

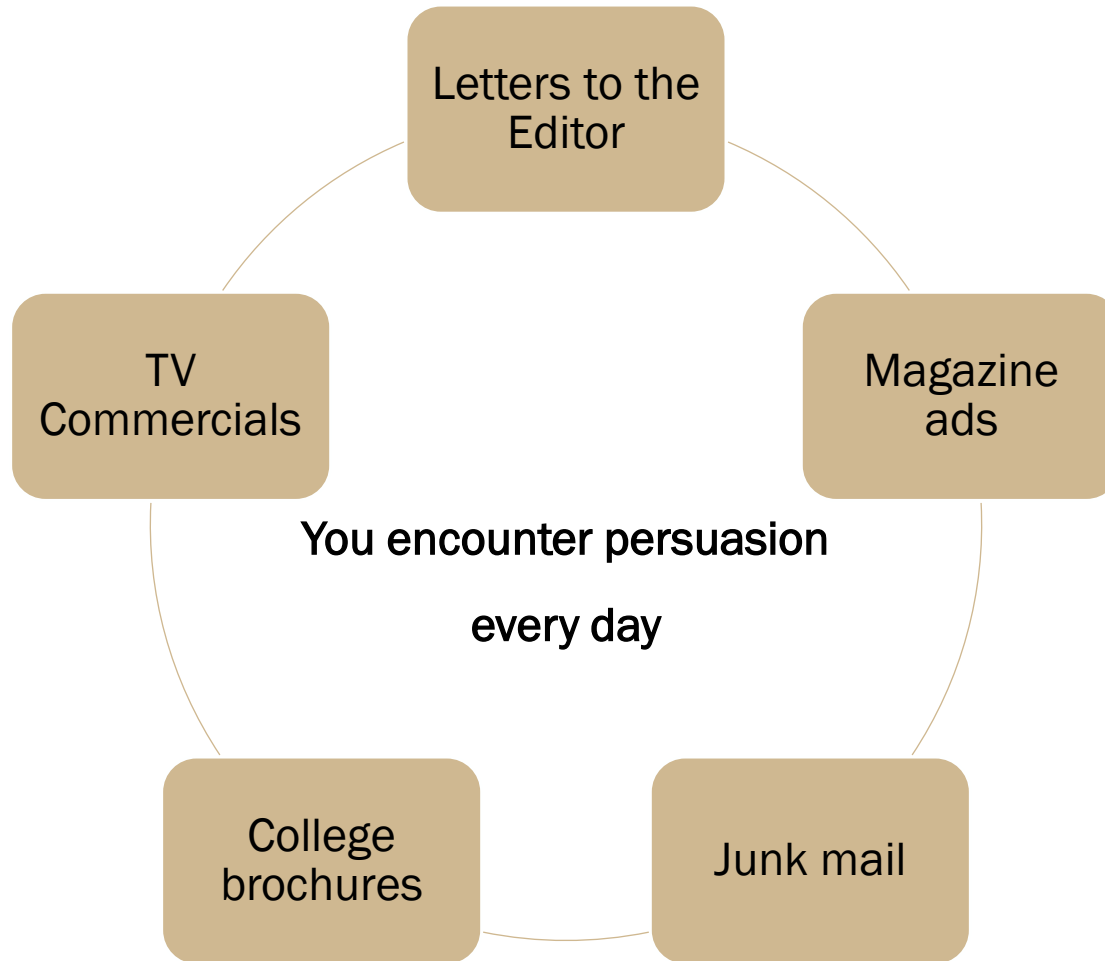
4

The establishment of credibility

What is *Persuasive Writing*?

Persuasive writing seeks to convince its readers to embrace the point-of-view presented by appealing to the audience's **reason** and understanding through **argument** and/or **entreaty**.

Persuasive Genres



Can you think of other persuasive contexts?

Steps for Effective Persuasion

- 1 Understand your audience
- 2 Find common ground with your audience
- 3 Find common ground with your audience.
- 4 Support your opinion.
- 5 Know the various sides of your issue.
- 6 Respectfully address other points of view.
- 7 Establish your credibility.

When to Persuade an Audience?

When there is a clear goal that requires their agreement or action especially under conditions where resources, decisions, or perspectives are at stake.

When your organization needs funding for a project,

persuasion is necessary to convince stakeholders or donors to support your initiative.

When your boss asks for recommendations,

persuasion helps justify your proposed course of action with evidence and reasoning.

When you need to shift someone's current point of view,

persuasion fosters common ground so collaborative action can occur.

Understanding Your Audience

The foundation of effective persuasion.



Who is your audience?



What beliefs do they hold about the topic?



What disagreements might arise between you and your audience?



How can you refute counterarguments with respect?

Understanding Your Audience

What concerns does your audience face?

For example:

Do they have limited funds to distribute?

Do they feel the topic directly affects them?

How much time do they have to consider your document?

Understanding Your Audience

Help your audience relate to your topic

- Appeal to their hearts as well as their minds



Use anecdotes when appropriate



Paint your topic with plenty of detail



Involve the reader's senses in these sections

Researching an Issue

Become familiar with all sides of an issue.

You can try to:



Find common ground.



Understand the history of the topic.



Predict counterarguments your audience might make.



Find strong support for your own perspective.

Researching an Issue

Find common ground with your audience.

For example:

- **Point of opposition:** You might support a war, whereas your audience might not.
- **Common ground:** Both sides want to see their troops come home.

Researching an Issue

Predict counterarguments.

For example:

- **Your Argument:** Organic produce from local Farmers' Markets is better than store-bought produce.
- **The Opposition:** Organic produce is too expensive.

Supporting Your Perspective

When you support your perspective, go beyond personal opinion.

Strengthen your **argument**

Appeal to the
audience's reason:

Use statistics and reputable studies.

Cite experts on the
topic:

Do they back up what you say?
Do they refute the other side?

Cite Sources with Some Clout

Stronger arguments come from sources and experts your audience will recognize as trustworthy.

1. Which source would a reader find more credible?	2. Which person would a reader be more likely to believe?
A. The New York Times	A. Joe Smith from Fort Wayne, IN.
B. http://www.myopinion.com	B. Dr. Susan Worth, Prof. of Criminology at Purdue University.

Establish Credibility

To make your work persuasive and professional

1. Cite credible sources
2. Cite sources correctly and thoroughly.
3. Use professional language (and design).
4. Edit out all errors.

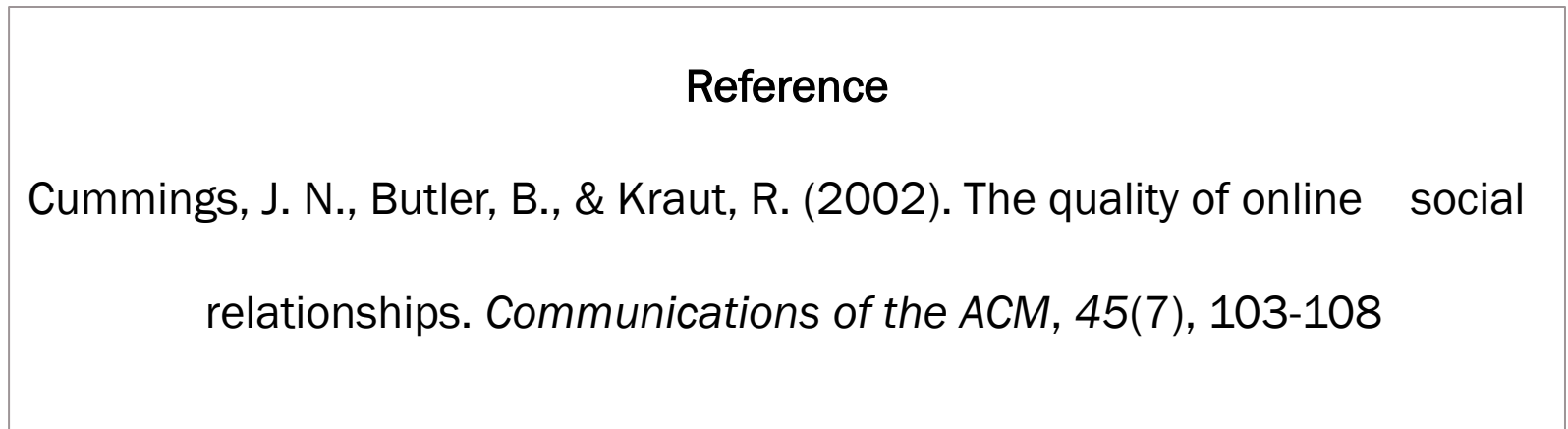


Figure 1. Example of a correctly cited source in the references section

Cite Sources Ethically

Don't misrepresent a quote or leave out important information.

1. Represent an author's words and ideas accurately
2. Do not take quotes out of context or alter their meaning
3. Show respect for the source
4. Maintain your own credibility
5. Help readers trust your argument

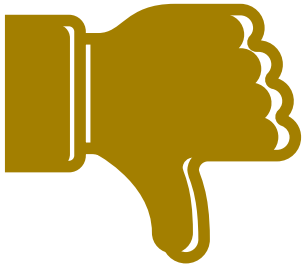
Misquote: "Crime rates were down by 2025," according to Dr. Smith.

Actual quote: "Crime rates were down by 2025, but steadily began climbing again a year later," said Dr. Smith.

Tactics to Avoid

The following are tactics to avoid

1. Persuasion works best when your audience feels respected and open to your ideas.
2. Certain tactics can backfire, making readers defensive instead of convinced.



- Don't lecture or talk down to your audience.
- Don't make threats or "bully" your reader.
- Don't employ guilt trips.
- Be careful if using the second person ("you.")

Thank You

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