

ARGUMENTATIVE

VERSUS

PERSUASIVE

COMPARING THE 2 TYPES OF ACADEMIC WRITING STYLES



THE GOAL:

To get reader to acknowledge that your side is valid and deserves consideration as another point of view.

GENERAL TECHNIQUE:

Offers the reader relevant reasons, credible facts, and sufficient evidence to honor the writer has a valid and worthy perspective.

STARTING POINT:

Research a topic and then align with one side

ATTITUDE:

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.



THE GOAL:

To get reader to agree with you/your point of view on a particular topic.

GENERAL TECHNIQUE:

Blends facts and emotion in attempt to convince the reader that the writer is "right." (Often relies heavily on opinion.)

STARTING POINT:

Identify a topic and your side.

ATTITUDE:

Persuasive writers want to gain another "vote" so they "go after" readers more aggressively. Persuasive writing is more personal, more passionate, more emotional.