

Articles of Persuasion

Writing in the persuasive style.

- ▶ An article of persuasion is a style of writing where your goal is to either convince or *persuade* someone to a new way of thinking or acting, or reinforce existing, complimentary actions or thoughts.
- ▶ From advertisers convincing us to buy products, to politicians addressing the public, to students convincing parents to allow more freedoms, we encounter persuasive writing techniques every day.
- ▶ Like an essay, an article of persuasion will consist of an introduction, a body, and a conclusion.

The introduction

- With lots of other options for an audience's attention, you need to draw them in and encourage them to keep reading.
- The introduction is the hook or teaser that draws a reader to your work.

Opening with an Exaggeration or Outrageous Statement.

Attacked by Simulium, Saved by FOKA

Tom Sheppard

▶ I have to report that I was attacked and left slashed and bleeding the other day, when I stepped outside in the early evening to breathe in the warm, clean air of Nova Scotia. And I wasn't alone.

The culprit was *Simulium venstrum*, the dreaded black fly, who likes to bite open the skin and then feast on the blood, which wells up. I know that this is distressing information, given that this newspaper is read by children as well as adults, but it is important that the public be informed.

Opening with a Quotation

Academic Rigour or Rhetorical Flash?

Tomas Hurka

Philosophers haven't always been impressed with journalists—"They vomit up their bile and call it newspaper," said Friedrich Nietzsche. But journalism can reply in a similar tone about academics: "They can't hiccup without adding 10 pages of footnotes."

Academic and journalistic writing certainly differ. Scholarly prose is long on care and short on charisma. Journalists—especially opinion-piece writers—trade rigour for rhetorical flash.

Opening with an Anecdote

Dressed to Kill

Robert Hough

Sloughing through the crowd in his blue rayon trench coat, issuing directives in a deep, theatrical voice, Tony urges his people to stay together, to march in tandem, to show a united front. Josephine, meanwhile, governs the chants, her American accent amplified through a raised megaphone. *What's our mission? Fur abolition! What's our mission? Fur abolition!* Then—subtly—she introduces a different rhyme, insinuating new words into the vocal groove. *No more cages, no more traps, no more fur on human backs! No more cages, no more traps, no more fur on human backs!* Pinned to her grey polyester coat is a button reading, “Fur, The Ultimate Sadist Symbol.”

Opening with an unusual detail

Logging on for Love

- Elizabeth Wasserman

We've long known that sex sells. Few, however, could have predicted that a computerized matchmaking program driven by a 439-question personality quiz would be a red hot ticket.

Opening with a strong statement.

Great Disruption by Elizabeth Chiles Shelburne

Oil has long been regarded as the commodity with the most potential for economic mischief, and the one around which much of the world's geopolitics revolves. But food is making a case for itself this year.

Opening with a **Statistic or Fact**

About Facebook

By Michael Hirschorn

Facebook's announcement in May that it was opening its Web-development tools to outsiders has been the biggest news in the Web world since the arrival of YouTube, in 2005. The announcement came amid a massive increase in the number **of Facebook's visitors—it doubled to 26 million between September 2006 and May 2007**—and a growing sense that MySpace's reign as the unchallenged kingpin of social media was coming to a close.