



Arguing to Persuade

Arguing to persuade means that the goal of your argument is to move others to take some action, or adopt a particular way of thinking or a belief. The goal of an argument to convince is to get someone to agree that your position is correct. The goal of an argument to persuade is to not only convince that your position is correct, but to get them to take some action because of it. While an argument to convince is built upon appeals to logic, an argument to persuade can include not only logic, but emotional, personal, and stylistic appeals. Collectively, these kinds of appeals are called **rhetoric**. In an argument to persuade, rhetorical appeals are just as important, and can in fact be even more important and ultimately more successful, than rational/logical appeals alone.

What do you want to persuade people to do?

In making your argument, how can you appeal to their:

Reason?

Emotions?

**Your own
credibility?**