

The Power of Persuasion

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Writing Initiatives

Writing Task Force



- The **Writing Task Force Final Report and Recommendations** is now available online. To view the full report, click [here](#).
- The **CENTRE FOR WRITERS** has moved to its new location in **1-42 Assiniboia Hall**. The Centre will reopen for coaching appointments on September 15.
- **Want to work as a writing coach next year?** Registration is now open for **INT D 325: Introduction to Writing Centre Practice!** Check out the [course information page](#) or click on the brochure cover below for more information. For registration assistance, phone us at 780.492.2639.

<http://www.uofaweb.ualberta.ca/arts/wtf.cfm>

C4W + WAC

Centre for Writers



The University of Alberta Centre for Writers

About Us

Welcome to the new University of Alberta Centre for Writers! We offer one-on-one writing coaching to undergraduate students enrolled in first-year English and other first- and second-year courses, and to a limited number of graduate level ESL students. As well, any student at any level of his/her degree is welcome to make an appointment.

Coaching appointments are FREE for University of Alberta students!

Writing coaches are available to assist students with higher order concerns in their writing, such as thesis formation, organization and idea development, as well as more specific details, like grammar and documentation style. Students can bring in writing projects at any stage of development—even papers already graded.

http://www.uofaweb.ualberta.ca/arts/Centre_for_Writers.cfm

Your goals

What are your goals for this morning?

Rhetoric

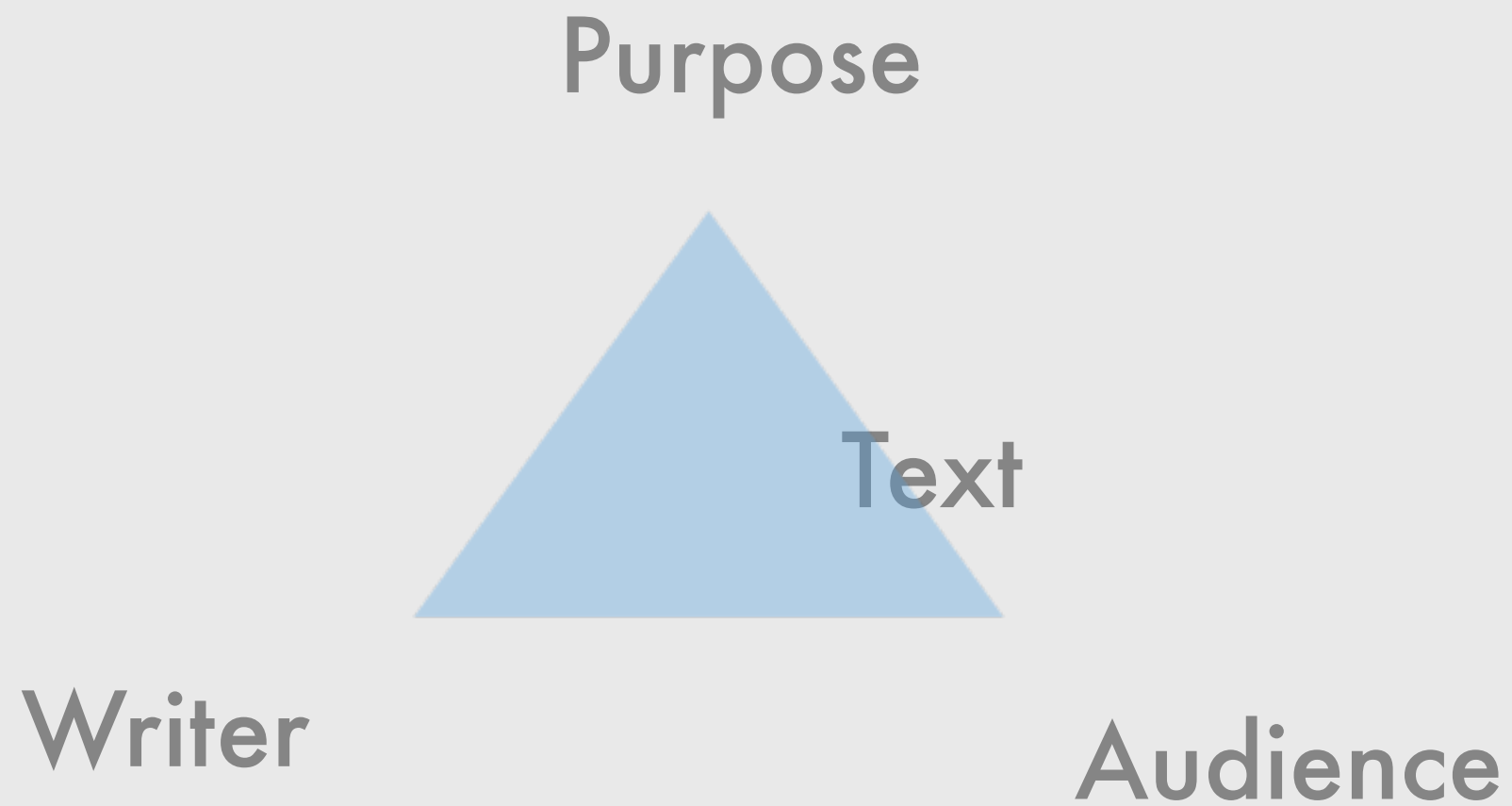
Purpose

Text

Writer

Audience

Rhetoric



Rhetoric

Purpose

Text

Writer

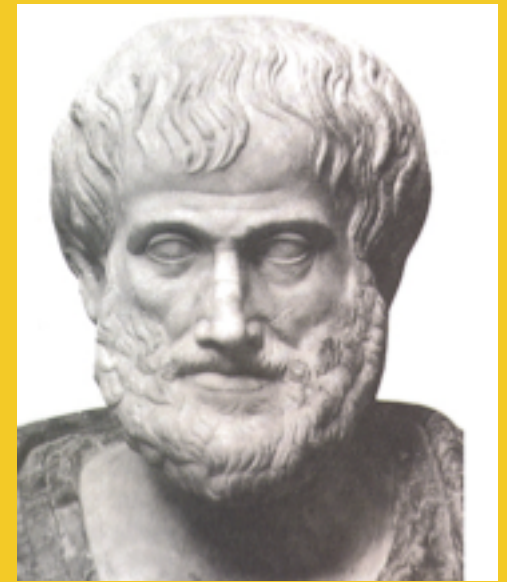
Audience

Persuasion

Writing that seeks to move the reader to a particular action.

An argument made up of logical, ethical, and emotional appeals.

An identification with the reader.

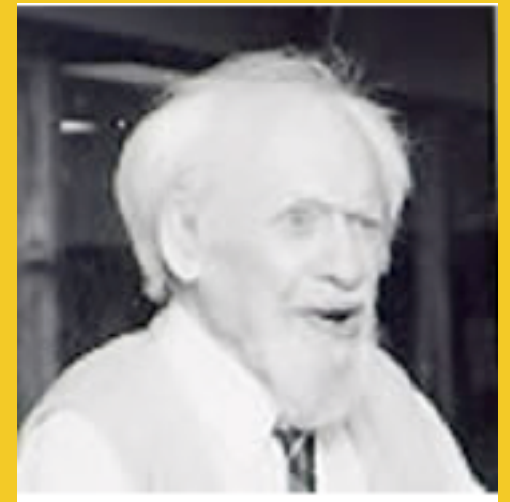


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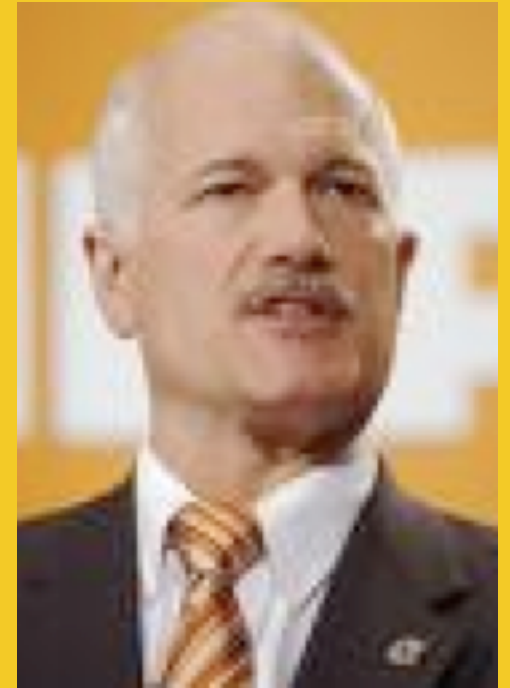


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Logical appeals

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Refers to internal consistency of writer's message

Writer provides convincing arguments that he/she can develop and deliver appropriate solution

Target the reader's mind (logic)

Logical appeal

Maple Leaf Foods is 23,000 people who live a culture of food safety. We have an unwavering commitment to keeping your food safe, with standards well beyond regulatory requirements.

Michael H. McCain

Credibility

Maple Leaf Foods is 23,000 people who live a culture of food safety. We have an unwavering commitment to keeping your food safe, with standards well beyond regulatory requirements.

Michael H. McCain
President & CEO
Maple Leaf Foods Inc.



Creating credibility

Use titles: positions, degrees, honorifics

Dr. Samarasekera is an Officer of the Order of Canada, a Fellow of the Royal Society of Canada, a Fellow of the Canadian Academy of Engineering and a Fellow of the Canadian Institute of Mining, Metallurgy and Petroleum (CIMM).

Include graphics/icons



Emotional appeals



Creating emotional appeals

Use concrete examples

Use examples and illustrations

“When I first became a vegetarian a few years ago, I had a hard time adjusting to not having meat in my diet. It took months of reading cookbooks and vegetarian-oriented magazines before I was able to maintain a balanced diet.” *Carol Broderick*

Use appropriate word choice, metaphors, and analogies

Hey, Tightwads

In groups, identify the emotional, logical, and credibility appeals used in this letter

Alumni appeal

Brainstorm logical, ethical, and emotional appeals aimed at U of A alumni

GIVING TO THE U OF A

Information about Giving



Every gift makes a difference. By donating to the U of A, you are contributing to our efforts to create positive change in Alberta, Canada and the world.

Aeroplan points

The Aeroplan logo consists of the word "aeroplan" in a white, lowercase, sans-serif font, centered within an orange rectangular box. This box is set against a blue background that has a white border on the top and bottom edges.

Identify the logical, ethical,
and emotional appeals in this
letter

Case study: Taxes

Read the case study in the file sent to you yesterday.

Talk about appeals you could use in your letter.

Write a draft of the letter (individually or in groups).