Persuasive Writing Academic Vocabulary

1. **appeals** -- convincing arguments an author uses to **appeal** to the reader's sense of logic, ethics, and emotion used to **persuade** the reader to take action or agree with the author's point of view. Persuasive appeals include:

**A. Ethos** is an appeal to ethics, and it is a means of convincing someone of the *character* or *credibility* of the persuader.

 B. **Pathos** is an appeal to emotion, and is a way of convincing an audience of an argument by creating an *emotional* response.

C. **Logos** is an appeal to *logic*, and is a way of persuading an audience by *reason*.

2**. audience** – the spectators, listeners, and/or intended readers of a writing performance or speech; authors tailor their writing to reach the intended audience

3. **call to action** - a speaker's specific appeal to the audience to respond to the speaker's persuasive goal, in a writing it urges the audience to action or promotes change.

4. **citation** – the information about the source that you used in your paper – includes all the necessary information so that the source could be found again.

5. **claim** - The writer's opinion on an issue or problem. Also called the *position* or argument.

6. **conclusion** –ends the writing by restating the thesis and a call to action.

7. **counter argument/claim** - a writer's answer or response to an opposing argument giving reasons why the opposing argument is weak or invalid.

8. **evidence** - research facts, examples, statistics, quotations, expert opinions, and anecdotes that are combined with the writer's own ideas to support the claim of a persuasive paper.

9. **facts** - can be confirmed or verified by a personal observation, an eyewitness account, a reliable source, a scientific experiment, or a discussion with an expert.

10. **faulty reasoning –** a conclusion that is not supported by the data or evidence

11. **hook/lead -** the first one or two sentences of your essay intended to grab the reader's attention

12. **introduction** – beginning paragraph that grabs the reader's attention with a hook/lead and contains the thesis statement that states the author’s claim/position.

13. **loaded language** - words with strong emotional associations that work on a person's feelings in order to persuade them.

14. **paraphrase** – putting research in your own words to avoid plagiarizing when using facts, quotes, statistics, and ideas from research sources in essay writing.

15. **persuasive** - Any type of writing that attempts to persuade us to adopt a point of view, agree with an opinion, take an action, form a belief, etc.

16. **plagiarism -** copying words or ideas from someone else without giving them credit. Plagiarism can be avoided, however, by citing sources.

17. **purpose** – author’s reason for writing the text - to persuade, inform, or entertain.

18. **thesis statement** – the sentence in the introduction that clearly states the author’s claim or position on the topic.

19. **topic sentence** - first strong sentence of a paragraph that states a reason for the claim.

20. **Works Cited page** - a list of all of the sources you used in your paper and is the last page of a research paper. *Citations* of sources are listed alphabetically.