

## **WHAT IS THE DIFFERENCE BETWEEN ARGUMENT/ANALYSIS (B3) AND PERSUASIVE WRITING (B4)**

### **PURPOSE**

**Academic Essay (AE):** The goal is to demonstrate and make explicit what the students think, how they arrived at a conclusion. Although the essay may attempt to be convincing, the purpose is to expose thinking. Students would write an “I think thus because. . .” essay and avoid the “I feel” essay. Students may survey information (the research and ideas of others) or may conduct their own research in order to synthesize information and arrive at a conclusion. Writing should be formal, logical, and objective.

**Persuasive Essay (PE):** The goal is to convince the reader to agree with the author. It is a call to action, an attempt to convince the reader to do something, or an attempt to have the reader think the same way or feel the same way as the author.

### **METHOD**

**AE:** essay should be concise, specific, and fact based. Unnecessary information and redundancies should be avoided. Personal anecdote should be kept to a minimum and used only to demonstrate voracity of evidence. The tone or voice is formal. It may be humorous, but will remain formal in presentation.

**PE:** although facts and research-based evidence may be used to be convincing, it is not a requirement. Successful persuasion may be an entirely emotion-based argument; repetition is a common strategy as is hyperbole; anecdotes, fictional illustrations, and other creative techniques are effective. The tone may be sarcastic, sardonic, formal, informal, anything. More formal persuasive texts may also refute the opposition.

### **EXAMPLES**

**AE:** some examples of academic essays that would align to the argument/analysis PI include:

- Document Based Question (DBQ);
- essay about character development or other literary analysis;
- I-search report;
- term paper reflecting research;
- lab report;
- paper comparing two theories, even if it does support one as more credible.

**PE:** this type of rhetoric seems to occur more often in *speeches* which are great examples (using a speech transcript may be helpful) but some common examples of written persuasive text are:

- a *letter to the editor* calling for greater use of crossing guards at certain intersections (may also be referred to as an editorial);
- an *article* expressing the need to keep the school open on Sundays;
- a *brochure* or *pamphlet* urging readers to join a group, visit a museum, support a candidate for public office, etc.