

Persuasive Writing Techniques
or, How To Get People to Think the Way You Do
Mr. Coia

1. Use rhetorical devices to support assertions

- appeal to logic through reasoning

“If cloning continues, it will affect the population by increasing numbers around the globe.”

- appeal to emotion or ethical belief

“God never created man to create man. He alone is the Creator.”

- personal anecdote

“My mother was cloned, and she was teased in junior high school. It was miserable”

- case study

“In 1998, scientists at Boston University showed that cloned humans have a weaker immune system and would introduce a weaker gene in society as a whole.”

- analogy

“Cloning is likened to the outrage of racism in the 1960s in the claims that one can be a “lesser” human being.”

2. Clarify and defend positions with evidence, including:

- facts
- expert opinions
- quotations
- logical reasoning

3. Address readers' concerns, counterclaims, biases, and/or expectations

- Show your reader/listener that you have already thought about the opposing points

“I understand that some believe that cloning offers a new way to improve health by removing impurities, but this is simply not true. It is likened to the Nazi creation of a ‘superman.’”