

## Persuasive Writing: Organizational Patterns

### Problem/Solution - Write first your position statement

#### Introduction

- Determine what type of appeal you want to use. Select logical, ethical, emotional, or a combination of the two.
- Determine an introduction strategy which lends itself best to the appeal you have chosen. See pages 230-231 for a description of various strategies.
- Write an introduction. Put your purpose statement at the end of your introduction.

#### Problem

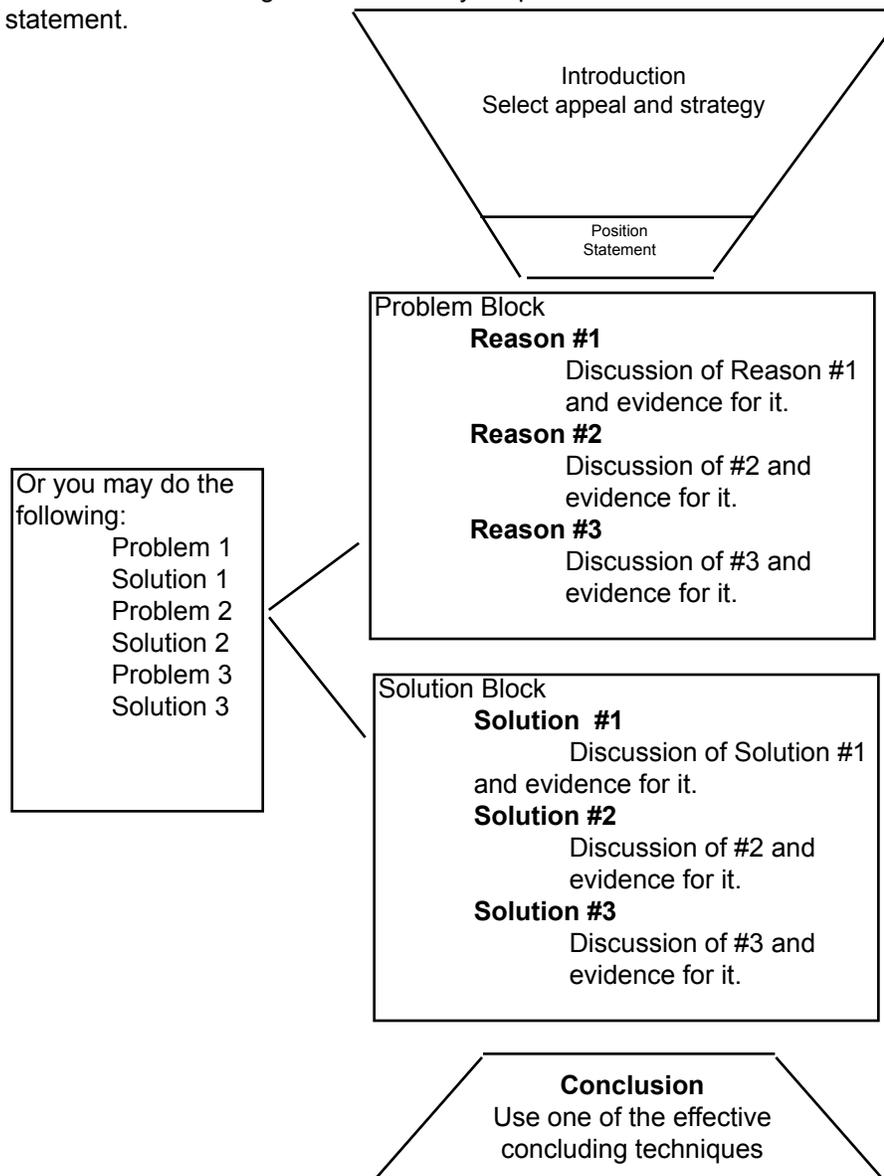
- Describe the problem. Be sure to include all aspects of the problem.
- Identify at least **THREE** reasons why you feel the problem is serious.

#### Solution

- Identify solutions which will address the various aspects of your problem.
- Explain why your solutions will solve the problem.

#### Conclusion

- Provide a summary of your argument and main ideas.
- Conclude with a strong restatement of your position. Do so in different words than in your position statement.



## Persuasive Organization

### Logical Order

#### Introduction

- Determine what type of appeal you want to use. Select logical, ethical, emotional, or a combination of the two.
- Determine an introduction strategy which lends itself best to the appeal you have chosen. See pages 230-231 for a description of various strategies.
- Write an introduction. Put your purpose statement at the end of your introduction.

#### Body — Present your reasons and evidence in order of importance

- Identify at least three reasons why you believe as you do. Determine which is your strongest, second strongest, and weakest reason.
- Provide any background information which your audience needs to understand your subject.
- Find at least three types of evidence to support each reason
- Present your reasons in order of importance: 2nd strongest first, then weakest, then strongest.

#### Conclusion

- Provide a summary of your argument and main ideas.
- Conclude with a strong restatement of your position. Do so in different words than in your position statement.

