Language of Persuasion

Issue

topic of dispute with importance to an audience

Argument

What the author wants to persuade the audience to do or believe

Reasons and Claims

points to support the argument.

Explanations & Evidence

Counterarguments

Arguments of opposing point of view.

Rebuttal: Explanations & evidence to refute the counterarguments

Methods

The strategies authors use to develop their arguments in ways that are appropriate for their audience.

The Effect on Audience

The impact that the whole text has on the reader.

© 2008 UNIVERSITY OF PITTSBURGH