

1. What is Essay?

Essay- “to try/ to attempt” – to express our opinion

Non-fictional

The term “Essay” = assay (to weight/ to give value) – 16th century

2. What Essay types do you know?

Narrative, Argumentative (persuasive), Expository (informative)

Comparative, Cause/Effect, Descriptive, Definition

3. Why do we call Argumentative Essay?

What is the meaning of “Argument” and how it relates to essay writing?

Argument – more than one opinion--- for a choice

Argument

fight vs persuasion

Purpose: to win win-win / to bring a change/ action

Outcome: 😊 😞 😊 😞

4. What are the Appeals of Persuasion?

480-500 B.C. Rhetoric – art of Persuasion

Appeals of Persuasion: Ethos, Pathos, Logos, Kairos

Ethos- YOU - to evoke trust in your audience:

- Clear thoughts, well-organized writing, grammatically correct
- Evidence- facts, credible quotes, data, real examples
- Inclusion: you and your audience have the same problem/ belief, (WE)
- Practical Wisdom: personal example/ experience

Pathos- emotional appeal

What emotions can bring action?

- Anger
- Fear and Desire
- Sense of guilt
- Patriotism – sense of belonging,
- Respect
- Motivation/ inspiration

Logos: logic of your audience

- Know their beliefs, expectations
- Data, facts, stats, examples
- Organized structure

Kairos- Rhetorical situation / right time, right place, right audience

Syllogism- the logical conclusion

A=B (2-3 facts)

B=C

Logical Conclusion: A=C

GCC-A

LAVC- B