### TEACHING THE ARGUMENTATIVE STANDARD

#### Opinion Writing
- **Purpose:** The writer aims to share his opinion or preference.
- **General Technique:** The writer states what he thinks and why he thinks it.
- **Audience:** The writer seeks to be heard and wants to share his ideas/opinions. He isn't concerned with getting something; he wants to voice his thoughts.
- **Point of View:** Because the writer is predominantly concerned with stating his opinion, first-person (i.e., I) is always used.
- **Attitude:** Opinion writers are excited about their own ideas and eager to share them with whomever will listen.
- **Perspectives Presented:** Opinion has a single-minded goal—Tell the reader what you think. (See the one-sided scale above.)
- **Starting Point:** 1. Pick a topic. 2. Decide what you think. 3. Write, draw, or talk about it.
- **Support:** Opinion pieces rely solely on opinion and feelings. The writer uses his own passion and/or plays off reader emotions to get what he wants. The audience agrees with the writer because of strong emotional appeals.

#### Persuasive Writing
- **Purpose:** The writer aims to get the reader to agree with him/his perspective.
- **General Technique:** Opinions are blended with facts, all in an attempt to convince the reader that the writer is “right.”
- **Audience:** The writer needs an intended audience to address his request or need to. Who can give him what he wants?
- **Point of View:** Since the writer is communicating directly to a person, group, or organization, it’s common to use first-person (i.e., I) and second-person (i.e., you) point of view.
- **Attitude:** Persuasive writers “go after” their readers more aggressively. They consider the emotional strategy that will work best on their audience (e.g., manipulation, motivation, inspiration, etc.). Persuasive writing is personal, passionate, and emotional.
- **Perspectives Presented:** Persuasion has a single-minded goal—Get what the writer wants. It is based on the writer’s personal conviction that his way of thinking is the best. Consequently, the writer’s viewpoint is typically the only one presented. (See the lopsided scales above.)
- **Starting Point:** 1. Pick a topic of interest. (What do you want?) 2. Choose a side to “fight” for. 3. Start writing.
- **Support:** Persuasive pieces rely almost solely on opinions and feelings. The writer uses his own passion and/or plays off reader emotions to get what he wants. The audience agrees with the writer because of strong emotional appeals.

#### Argumentative Writing
- **Purpose:** The writer aims to get the reader to accept his perspective/his side as truth.
- **General Technique:** Relevant reasons and credible data are blended to demonstrate the writer’s argument as valid.
- **Audience:** To write an argument, the writer doesn’t need an intended audience. The writer is satisfied with simply “putting the truth out there.”
- **Point of View:** With no specific audience in mind, this more formal writing addresses the multiple sides of an issue using the more objective third-person point of view.
- **Attitude:** Argumentative writers maintain a tone of fairness and reasonableness. Their attitude is respectful, tactful, and formal.
- **Perspectives Presented:** Argumentative writing acknowledges opposing views within a pro/con piece. (See the more balanced scales above.) This demonstrates the writer as a fair-minded person and gives him the opportunity to counter these perspectives with more logic, reasoning, and proof.
- **Starting Point:** 1. Conduct initial research on a debatable topic. 2. Align with the strongest side. 3. Continue gathering facts and research.
- **Support:** Arguments rely on logical reasons that are all substantiated by facts, data, expert quotes, and evidence. The audience agrees with the writer because of the strong logical appeals.