

Student Name

Professor Bose

English 314

27 April 2010

### Final Quick Write

An issue is presented in a persuasive way if it makes a normal, everyday person that sees the presentation begin to have an opinion about the subject. It is also persuasive if it helps people already aware of the issue to become more knowledgeable about their viewpoint or why they should support a certain viewpoint. For example, in the workplace I may need to convince an angry customer that the company isn't trying to hurt them or persuade my boss to follow my plan for some assignment. Basically, I want to be able to convince someone that my viewpoint is better than any other viewpoint.

It is important to connect with the audience when trying to persuade them of an issue. You want to make the issue seem personally important to them. Arguments can be based in Ethos (ethics), Pathos (emotions), or Logos (logic) or a combination of the three. The textbook, *Workplace Writing*, also mentions ARGU in effective ways to present an argument (WW 373). This involves arousing reader interest, refuting opposing points of view, giving proof, and urging action. In the workplace, some good ways to arouse reader interest are appealing to the senses with a visual and creating a sense of comfort or maybe one of fear. The best pieces of information to include in the body of an argument are proof and examples. Showing that there is a factual basis in whatever viewpoint you have will be effective in convincing people that your viewpoint is the best. It is important to avoid logical fallacies such as inaccurate information,

unreliable resources, generalizations, and circular reasoning (WW 378-379). I think I will be able to use what I learned in document design as well as the sections about visuals and presentations that I learned in class to persuade coworkers through technical writing. The brochure assignment and letters were helpful in discovering the proper way to persuade people.

I enjoyed the presentation on environment justice because I didn't know very much about the subject prior to the presentation. I think this group was effective in persuasion because I now feel that pesticides and herbicides are problems and need to be better regulated. I would say that is a success since I brought me from having no opinion on the subject, and through their video and factual arguments, allowed me to have an informed viewpoint on the problem.