

What Is the Difference Between Persuasive and Argumentative Writing?

Persuasive Writing	Argumentative Writing
Starting Point: Identify your topic and choose your side.	Starting Point: Identify your topic, research your topic, and decide which side to support.
Purpose: Get the reader to agree with your opinion.	Purpose: Get the reader to recognize your side of the argument is valid.
Techniques: <ol style="list-style-type: none"> 1. Combines facts with emotions to convince the reader that the author is "right" 2. Emotion-based 3. Ignores counter claims 4. Presents only ideas that help establish a position 5. Only presents only one side: the author's side 6. Makes claims without evidence 	Techniques: <ol style="list-style-type: none"> 1. Offers facts, reasons, and evidence to show the author has valid points 2. Logic-based 3. Acknowledges the opposing claims 4. May compare ideas to establish a position 5. Presents multiple sides but it is clear which is the author's side 6. Always provides evidence with claims
Tone: The tone is emotionally charged and more aggressive.	Tone: There is a calmer tone of just trying to get the reader to acknowledge the author's side is worthy of consideration.