The Persuasive Essay

This type of essay is sometimes called an *argumentative* essay. The word "argument," in an academic context, simply means a discussion involving three parts (Turner et al., 2019):

1. a main **claim** or "position on an issue" (Fang, 2021, p. 146) in response to your research question

2. relevant **evidence** to support your main claim (and sub claims)

3. appropriate **organisation** of ideas to show how "the argument is a response to a particular question or topic" (Turner et al., 2019, p. 139)

Consider the following three models from Fang (2021).

Steps	The Rogerian Style: Two Sides of an Argument (Fang, 2021, p. 146)
1	"introduce a position on an issue or problem"
2	"provide reasons **for and against** the position"
3	"summarize the two sides of the argument"
4	"state/explain your own point of view"

Steps	The Aristotelian Style (Fang, 2021, p. 146)
1	"introduce the issue in general terms"
2	"state a position on the issue"
3	"provide reasons for the position"
4	"acknowledge and argue against opposing views"
5	"conclude the essay by recapping your position and its main arguments and [by] discussing the implications"

Steps	The Toulmin (2003) Model (Fang, 2021, p. 147)
1	"introduce the problem or topic" (e.g. the U.S. presidential election)
2	"state a claim or thesis" (e.g. The economic sanctions on Russia are justified.)
3	"provide data (reasons or evidence) to support the argument" (e.g. The Russian government was involved in a disinformation campaign aimed at creating chaos in the 2016 U.S. presidential election.)
4	"explore warrants (i.e. assumptions) to show how the data is logically connected to the claim" (e.g. Countries that interfere in the U.S. election must be punished.)
5	"offer factual backing to show that the logic used in the warrants is good" (e.g. Foreign interference … undermines people's confidence in the democratic process.)
6	"discuss counter-arguments and provide rebuttal" (e.g. Economic sanctions are more effective and less costly than military confrontation.)
7	"conclude by summarising key points and discussing the implications of your argument"

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References

Fang, Z. (2021). *Demystifying academic writing: Genres, moves, skills, and strategies*. Routledge.

Turner, K., Ireland, L., Krenus, B., & Pointon, L. (2019). *Essential academic skills*. Oxford University Press.