

Argument and Persuasion

Persuasion appeals to emotion and uses word choice, exaggeration, examples, comparisons and irony to convince the reader.

Argument appeals to reason and uses, facts, statistics and examples to convince the reader.

Two forms of argument are deduction and induction.

Deduction: accepts a general principle as true and then applies it to specific cases.

eg. Most people are friendly. People live in Delta. Therefore, most people in Delta are friendly.

Induction: observes specific cases and then from them formulates a general rule.

eg. I went to Delta and met five people. All of them were friendly. I therefore conclude that most people in Delta are friendly.