
Persuasion: Types of Appeals

The goal of **persuasion** is to convince people to adopt an opinion, to perform an action, or to do both. Effective persuasive writing appeals to the mind and the emotions of an audience. Three types of appeals that a persuasive writer may use include: **logical appeals**, which are based on rational arguments that support sets of assumptions already accepted by the audience; **emotional appeals**, which are based on specific examples of suffering or potential threats and tap an audience's emotions; and **ethical appeals**, which are based on shared moral values and call upon an audience's sense of right, justice, and virtue. As you read persuasive writing, use this diagram to identify these three types of persuasive appeals.

Title:

Author:

