

Persuasive Patterns

In order to write an expository piece about an author's ideas and examples, students can begin by looking at the author's ideas column. They can discuss and determine the author's persuasive pattern. It may be based on a problem, an opinion or claim, a thesis (like a hypothesis), or a process. If students see a specific pattern, they understand how and why the author uses ideas and examples. Students may wish to design their essays with the author's pattern in mind. When evaluating an argument's effectiveness, students can use their knowledge of these patterns, as well.

Student Handout

Persuasive Patterns

Sometimes these elements are found in the author's ideas, and sometimes they are found in the narrative(s), in the experts' opinions, or in the data the author presents.

PECS

- **Problem:** Description of the problem, including who, what, where, when, how
 - **Effects:** Who and what is affected by this problem?
 - **Cause(s):** Why is the problem occurring: Who, what, where, when, how?
 - **Solution:** Who proposes a solution? Does the author propose one or more? Is the solution implied? Does the author evaluate solutions?
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CORR: This can be an argument (based on logic and definable data and examples) or just opinion, based solely on the more subjective attitudes of the author).

- **Counter-opinion:** What do people who do not agree with the author believe about the issue?
 - **Reasons:** What are their reasons? (based on logic or emotion? based on valid examples?)
 - **The author's opinion/claim:** What does the author believe about the issue?
 - **Reasons:** What are her/his reasons and examples?
 - **Recommendation:** Who, what, when, where, how should something be done? Or
 - **Implication:** If this is true, what is also occurring or will occur as result?
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- **Thesis/Claim:** The author proposes an idea or theory that can be disputed.
 - **Proof:** S/he discusses and explains examples that confirm this thesis.
 - **Conclusions** may be recommendations, implications, or inferences.
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How-To Process

- **Explanation** giving reasons why the readers need to know how to do this process.
 - **Step-by-step** explanation
 - **Author's validation** of his/her authority regarding this process and/or warning against not following the prescribed steps.
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