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# Subtle, but Significant differences between Persuasive Writing v. Argumentative Writing

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**Goal** of persuasive writing:

To get reader to agree with you/your point of view on a particular topic.

**Goal** of argumentative writing:

To get reader to acknowledge that your side is valid and deserves consideration as another point of view.

**General technique** of persuasive writing:

Blends facts and emotion in attempt to convince the reader that the writer is “right.”(Often relies heavily on opinion.)

**General technique** of argumentative writing:

Offers the reader relevant reasons, credible facts, and sufficient evidence to honor the writer has a valid and worthy perspective.

**Starting point** of persuasive writing:

*Identify* a topic and your side.

**Starting point** of argumentative writing:

*Research* a topic and *then* align with one side.

**Viewpoint** presented in persuasive writing:

Persuasion has a single-minded goal. It is based on a personal conviction that a particular way of thinking is the only sensible way to think. Writer presents one side— his side.

(Persuasive writing *may* include ONE opposing point, it is then quickly dismissed/refuted.)

**Viewpoint** presented in argumentative writing:

Acknowledge that opposing views exist, not only to hint at what a fair-minded person you are, but to give you the opportunity to counter these views tactfully in order to show why you feel that your own view is the more worthy one to hold.

Writer presents multiple perspectives, although is clearly for one side.

**Audience** of persuasive writing:

Needs intended audience. Knowing what they think and currently believe, the writer “attacks” attempting to persuade them to his side.

**Audience** of argumentative writing:

Doesn’t need an audience to convince. The writer is content with simply putting it out there.

**Attitude** of persuasive writing:

Persuasive writers want to gain another “vote” so they “go after” readers more aggressively. Persuasive writing is more personal, more passionate, more emotional.

**Attitude** of argumentative writing:

Simply to get the reader to consider you have an idea worthy of listening to. The writer is sharing a conviction, whether the audience ends up agreeing or not.

# Persuasive Essay: *Animal Testing*

Animal testing has benefited human health. People do not contract polio anymore because of a vaccine tested on animals. Advances in antibiotics, insulin, and other drugs have been made possible through research done on animals. Animal testing should continue to benefit medical research.

In order for scientists to create new drugs, they have to be able to test them. Scientists have found that many animals have similar physical processes to humans. Watching how a new drug affects an animal makes it possible to find out how new drugs might affect the human body.

The cost of animal testing makes it an affordable option. Laboratory animals are in abundance. It is easy to breed rats and other animals and to keep them in labs.

Animal testing saves human lives. It would be wrong to test new drugs on humans. How many people would die because doctors could not administer medication before compiling all the information about a new drug? When surveyed, 99% of all active doctors in the United States stated that animal research has paved the way to many medical advancements. An impressive 97% of doctors support the continuous use of animals for research.

Animal testing should be continued for medical research. It provides a safe method for drug testing that is inexpensive and easy to maintain. Doctors endorse the usage of animals for testing. It is possible that the cure for AIDS could come about through animal testing.

# Argumentative Essay: *Animal Testing*

Medical research involving animals has dramatically improved the health of the human race. Without animal testing, the cure for polio would not exist and diabetics would suffer or die from their disease. Despite these benefits, some people believe that animals should not be used for testing medical techniques and drugs. This essay will outline the advantages of animal testing.

Animal testing allows scientists to test and create new drugs. Animals such as monkeys or rabbits have similar physical processes to humans. This allows scientists to test the effects of certain drugs. If a drug produces adverse effects in animals, it is probably unfit for human use.

Animal testing is cheap. There is a large supply of animals for medical research. Animals are easily bred and maintained safely in controlled labs. The costs of testing on humans would be extremely high.

Many people argue that animal testing is cruel. In some cases, this is true. However, it would be much more cruel to test new drugs on people or children, or to let people die because there was not enough information about a drug. Furthermore, legislation in most countries sets standards for animal treatment, and laboratories have guidelines to prevent cruelty.

Opponents of animal research also say that information from animals does not apply to humans. They point to certain commercial drugs, which have been withdrawn because of side effects in humans. While it is true that animal systems differ from human systems, there are enough similarities to apply information from animals to humans.

Animal rights campaigners claim that we don't need new tests because we already have vast amounts of information. However, many new deadly infections appear every year and new treatments and drugs are needed to combat these deadly plagues.

Animal testing is needed in the world we live in. Our responsibility is to manage the animals in our care and balance their suffering against the good that comes from them.

## Color Key



= Claim (my side, the "right" side)



= Counterclaim (the "other" side, the "wrong" side.)

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