

TYPES OF PROOFS FOR PERSUASIVE WRITING

- A. **STATISTICS:** The most used and abused. Numbers are absolute, so people tend to believe them, regardless of whether or not the numbers give an accurate picture.
- B. **AUTHORITY:** Always find an expert to support your arguments. Just be sure the "expert" is truly an expert. And be sure the "expert" is not too obviously biased or prejudiced on the topic. NOTE: All "experts" are biased towards their topic viewpoint. Otherwise they would not be recognized as "experts."
- C. **SPECIFIC EXAMPLES:** Real examples of whatever you are talking about.
- D. **EMOTIONAL PROOFS:** Examples, which appeal to emotional rather than logical response from your audience.

Examples:

Appeal to pity: "Look at this picture of a child suffering from HIV/AIDS burns."

Appeal to fear: "Only one house in a hundred has adequate locks on doors and windows to keep out burglars. Is your house that one or one of the other 99?"

Appeal to sense of well being: "Each day people consume sugar, fat and salt enough to shorten their lives by several days."

Appeal to need for acceptance of love: "Are you one of the 32,000,000 Americans who is overweight?"

Appeal to loyalty, patriotism etc.: "The members of the United States Olympic Gymnastics Team dedicated themselves to bringing home the first ever gold medals in the 1984 Olympics."



When offering evidence in support of your positions, be sure to identify the source, "According to..." or "Dr. X of the Y Institute asserts that..." or "The Z Journal reports that..."