**Argumentation vs. Persuasion**

Argumentation- uses logic and appeals to the mind of the reader:

*Two types of Argumentation:*

Deduction- accepts a general principal to be true and then applies it to specific cases.

Induction- first observes particular cases, and then from them, formulates a general rule.

Persuasion- appeal to emotions or weaknesses of the reader

* Word Choice
* Example
* Repetition
* Hyperbole
* Analogy
* Irony
* Appeal to Authority
* Fright
* Climax

*All Prose essays have both, but the balance changes (sometimes more persuasive, sometimes more argumentative)*

Effective Introduction:

* grab reader’s attention (ex: anecdote)

Effective Conclusion:

* concludes thesis
* refer back to intro
* leave reader with something to think about