My Research Project: Decide How to Appeal to Your Readers

To develop an argumentative strategy, reflect on your purpose, your readers, and your main point. In your research log, record your responses to the following prompts.

1. List each of your reasons.
2. Ask what sorts of appeals are best suited to each reason. Ask, for example, whether appeals to emotion, logic, or character are appropriate for a particular reason.
3. Sketch out promising appeals. Ask, for example, how you would appeal to authority, or how you would appeal to logic.
4. Ask how your readers are likely to respond to a given appeal.
5. Ask whether the kind of document you are writing lends itself to the use of particular appeals.