

EVIDENCE OF PROGRESS /THE CONDITION OF ENGLAND

COPY MASTER

Literary Analysis

PERSUASION

Writers use **persuasion** to convince readers about an issue. This chart shows three common persuasive techniques.

Strategy	Description	Example
logical appeals	use reasons and evidence to support a position	Our national wealth has increased so more money is available to fund social programs.
emotional appeals	stir up strong feelings to influence readers’ opinions	Unemployment is a terrible waste of precious human resources.
ethical appeals	emphasize shared values and principles	We have a moral obligation to help people living in poverty.

Directions: In each chart, record at least one example of each type of appeal. Then think about how each example affects you. Rate the effectiveness of each example. Use a scale from 1 to 5 (1 = not persuasive; 5 = very persuasive).

“Evidence of Progress”

Logical Appeal	Emotional Appeal	Ethical Appeal

“The Condition of England”

Logical Appeal	Emotional Appeal	Ethical Appeal