

UNIT 9

Text Analysis Workshop

COMMON CORE

Included in this workshop:
 RI 1 Cite the textual evidence that supports an analysis of what the text says explicitly.
 RI 6 Determine an author's point of view or purpose in a text and analyze how the author acknowledges and responds to conflicting evidence or viewpoints.
 RI 8 Delineate and evaluate the argument and specific claims in a text, assessing whether the reasoning is sound and the evidence is relevant and sufficient.

Elements of Persuasive Text

Persuasive messages are everywhere—on buses, billboards, the Web, even cereal boxes. Some tell you what to wear or buy. Others even tell you what to think. So, how do you figure out which ones to believe? You begin by breaking these texts down into their basic elements. Then you examine those elements closely.

Part 1: The Argument

The word *argument* doesn't always refer to two people having a disagreement. In formal speaking and writing, an **argument** is a **claim** supported by **reasons** and **evidence**. Sound arguments appeal to logic, not to emotions. A strong argument

- **presents a claim**, or the writer's position on a problem or an issue. The claim is often based on a **premise**, or general principle, that most readers would readily agree is true. For example, "Most people want to make a difference" is probably a valid premise.
- **provides support**, or the **reasons** and **evidence** that back up the claim. **Evidence** can include facts, statistics, examples, and quotations from experts.
- **anticipates objections** that people with the opposing viewpoint might raise and attempts to answer those objections with **counterarguments**.

Look closely at the elements of an argument in this poster.

① **Claim:** The subtitle of the poster implies its claim: You want to make a difference, so you should volunteer.

② **Support 1:** Giving a few hours of your time will build a stronger community.

③ **Support 2:** Volunteering will make you feel good and become a better person.

④ Notice that an opposing viewpoint is addressed and countered: No effort is a wasted effort.

ONE PERSON CAN MAKE A DIFFERENCE!

- ① **Want to make a difference? Volunteer!**
- ② **Public service builds a stronger community.** Consider volunteering a couple of hours each week—as a tutor, activities leader, or coach—to help others.
- ③ **Serving others will give you a sense of self-satisfaction.** You'll also grow as an individual. Come see what you can do.
- ④ **Don't let anyone convince you that one person can't make a difference.** No effort is a wasted effort!

