

NCTC Webinar Series for CW/CT Outline – The Craft of Persuasion

Persuasive Writing – *writing that attempts to convince the reader in its organization and style beyond the bald presentation of facts, data, or opinions*

The Artistic Proofs--all must be present in the document (e.g., do not assume that you are credible because you write for the FWS), and all are a matter of craft. They are used well or poorly, not right or wrong, and they must be practiced to be perfected. They are:

- Logos** – logical analysis
- Ethos** – the writer’s credibility
- Pathos** – appeal to the emotions

Logos

Example / analogy: Show that examples are sufficient & representative. Consider counterexamples. Demonstrate how the two are alike. Explain away the differences.	Authority: Cite the source. Qualify the expert. Eliminate bias. Verify independently
Cause: Demonstrate the causal relationship. Trace causal chain Sketch causal scenario Eliminate other possible causes. Explain why the cause is not a correlation	IRAC: Issue Rule Application Conclusion
Definition: Use clear and familiar terms Do not use repetitive or synonymous terms State in the positive	

Ethos

Good sense – see logos keep docs free from error	Good character – reference our mission as the Service uphold our principles to the best available science and to conservation
Good will – Build a relationship between the author and the audience. Create context for the document. Write clearly to create cooperative readers.	

Pathos

Tell Stories

Be Descriptive