**Description:**

Your goal for this essay is to write a persuasive essay on a controversial issue **about a problem or something that you would like changed that is closely relevant to your life at UNH or back home**. Choose a group of stakeholders involved in that controversy and write an essay that attempts to persuade the members of that group to change something about their argument, view, or actions. You might critique the group’s methods, neglect of the opposition’s interests/concerns, use of support, etc., or you might want to persuade the group to change their stance on the debate.

**Treatment of Audience**

Even if you disagree with a group’s views, you’ll want to assume they have good motives. You may want to assure them (directly/indirectly) of your confidence in those motives. You’ll need to admit to the limitations of your side’s arguments as well since the stakeholders you’re addressing will be skeptical about your viewpoint. Try to discover common ground between you. Do you and this group of stakeholders share any beliefs, values, or concerns? Did you ever feel as this group does, and if so, can you discuss your change of heart with your audience?

Remember that your goal here is not to attack this group for their argument, but to appeal to their reason or emotions. You want your audience to understand or come to share your point of view about the debate or about what methods they should employ to be more persuasive. If you want to convince the group to change their arguments or the design of their web site or campaign, you’ll need to clarify why it’s worthwhile for that group of stakeholders to do so.

Regardless of your standpoint, you’ll want to remember that your suggestions, ideas, and/or views may be unwelcome; sensitivity to the group’s views, values, and needs is particularly important in this essay. You do not want to simply write a paper taking a position (I am against gun control) and then discussing the different reasons you hold this position; this approach, while perhaps appropriate fora *general audience,* will probably not address the concerns of this *particular audience* and thus fail in its purpose: to persuade.

You will want to think about your audience’s values and beliefs as well as their motivations for coming to the table to discuss this controversy with you. Given their needs and values, you should consider which means of persuasion are open to you. You can draw upon the various rhetorical strategies we’ve discussed in the first unit and then choose which strategies will best help you persuade this particular audience.

**Style**

The style of this paper will be in the form of a letter to a specific person, group of people, or organization. The level of formality of your essay will depend on your audience.

**\*All essays will include one short personal narrative (about one paragraph in length) as part of the evidence.** This narrative may be oriented toward pathos appeal or logos appeal as you wish and as is appropriate for your audience.

**Research**

Remember that establishing your credibility is essential when trying to persuade. You’ll want to use appeals, avoid fallacies, and utilize the methods that best suit your purpose. You will be starting with six sources from your annotated bibliography, but you may remove any of those or add any new ones that you want during the course of writing and continuing to research your topic. By the final draft of your persuasive essay you should include the number and type of sources that you need to make your argument complete and persuasive for your audience.

**Format for Final Draft**

Your essay should be 4-7 pages, typed, and double-spaced, with one-inch margins, size 12 font, and page numbers. Use a header that includes your name, the class number, and the date. Include a centered title with APA format.