OPINION-EDITORIALS

How To Be Persuasive in Op-Eds
Choosing a Topic

■ Topic should be timely and original
■ Look for obscure news items – use little stories to reflect on bigger issues
■ Anticipate anniversaries
■ Don’t try for balance
How Are People Persuaded?

- Pathos
- Logos
- Ethos
How Are People Persuaded?

Logos: Logical Arguments
- Evidence
- Statistics
- Direct quotes
- Avoid jargon/specialized language
- Strongest argument is FIRST
How Are People Persuaded?

**Pathos: Emotional Arguments**
How do you want reader to feel?
Real examples/real people
Use humor if possible
How Are People Persuaded?

**Ethos: Writer Credibility**
Avoid “I”-- especially “I believe” or “In my opinion”
Know when to stop
Structure

- Hook that leads into clear thesis (statement of argument). Make it clear to reader what the article’s point of view is.
- Strongest argument presented first
- Support for first argument
- Present 2-3 more arguments and support (STAY FOCUSED)
- Bolt graf (so what?)
- Closure (connect back to first paragraph if possible)