# What Is the Difference Between Persuasive and Argumentative Writing?

<table>
<thead>
<tr>
<th>Persuasive Writing</th>
<th>Argumentative Writing</th>
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<tbody>
<tr>
<td><strong>Starting Point:</strong> Identify your topic and choose your side.</td>
<td><strong>Starting Point:</strong> Identify your topic, research your topic, and decide which side to support.</td>
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<td><strong>Purpose:</strong> Get the reader to agree with your opinion.</td>
<td><strong>Purpose:</strong> Get the reader to recognize your side of the argument is valid.</td>
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| **Techniques:**  
  1. Combines facts with emotions to convince the reader that the author is “right”  
  2. Emotion-based  
  3. Ignores counter claims  
  4. Presents only ideas that help establish a position  
  5. Only presents only one side: the author’s side  
  6. Makes claims without evidence | **Techniques:**  
  1. Offers facts, reasons, and evidence to show the author has valid points  
  2. Logic-based  
  3. Acknowledges the opposing claims  
  4. May compare ideas to establish a position  
  5. Presents multiple sides but it is clear which is the author’s side  
  6. Always provides evidence with claims |
| **Tone:** The tone is emotionally charged and more aggressive. | **Tone:** There is a calmer tone of just trying to get the reader to acknowledge the author’s side is worthy of consideration. |