

Writing to Persuade

A worked example for Pharmacy 387 Pediatrics & Geriatrics

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http://www.ualberta.ca/~graves1/index.html



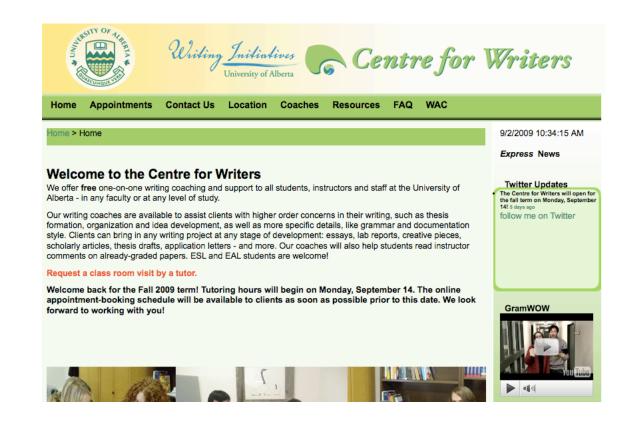
Writing Across the Curriculum



http://www.humanities.ualberta.ca/WAC/



Centre for Writers



http://www.c4w.arts.ualberta.ca/



GRAM WOW!





The assignment

The deliverable:

- Structure is clear: one page letter to editor
- Challenges: don't be a crank
- Body: structure within it seems open; one ad to analyze—what are the visual aspects that you could discuss: eye contact; dynamic image/static image; point of view; framing/focus; "interest" [Brief Penguin Handbook, Ch. 2]



The writing process

Getting started

- Explore the assignment
- Make rough notes
- Pick a tentative topic

Getting feedback

- Make an appointment at the writing centre for later in the week
- Get feedback on your draft/revise

Revising

- Work on style and lower order concerns
- Proofread, consult checklist for assignment



A sample thesis statement

According to new approaches in pain management, nurses must obtain three kinds of knowledge if they are to respond effectively to a patient's pain: knowledge of self, knowledge of pain, and knowledge of standards of care.

[original/passive voice] New approaches to pain management stress three kinds of knowledge for nurses to obtain if they are to respond effectively to a patient's pain: knowledge of self, knowledge of pain, and knowledge of standards of care.¹

www.mbon.org/practice/pain_management.pdf



Thesis statements

- Specific
- Manageable
- Interesting



Possible thesis statements



Sketch the argument



Outline

Title:



Argument structure

Claim:

Stated reason:

Grounds/evidence



Argument structure

Unstated assumptions

Evidence supporting unstated assumption:



Rebuttal

Qualifiers



Drafting/Revising

- Get a "trusted reader" to get feedback
- Consider using other students in the course or the writing centre for this
- Ask readers to read for specific purposes: thesis, structure, transitions, development of a particular paragraph or idea



Don't hand in a first draft

Towards the due date, switch your focus from

higher-order concerns (arrangement, arguments, evidence) to

lower-order concerns: proofreading, grammar, citation format, grammar/spelling