

C&J 371

3 credit hours

PERSUASIVE WRITING

DESCRIPTION

Effective opinion writing has the power to change a community, for better or for worse, depending on the motivations, values and goals of the writer. This course will explore how to achieve effective results through persuasive writing in letters to the editor, editorials, op-ed opinion columns, and personal columns. Anger and social outrage fuel many examples of persuasive writing. However, these emotions generally are ineffective unless they are (1) controlled through the discipline of sound writing, (2) backed by facts, and (3) constructive in proposing solutions.

MISSION

Teach accepted practices and skills used in persuasive writing.

OBJECTIVES

- Build awareness and understanding of the *First Amendment* and its importance in the operation of the media in an open and free society.
- Develop professional writing standards in *truth, accuracy, fairness, objectivity*.
- Learn to *write clearly and accurately* through study and practice of established conventions in grammar, story structure.
- Exercise *creative and analytical thinking* and evaluation skills in topic selection, information-gathering, content development, *writing and editing*.
- Build awareness of the *ethics* of effective persuasive writing.
- Develop an understanding of *research and critical evaluation* skills including use of the Internet, libraries and public documents.