Module 3 Unit 4
Writing persuasively

Summary

Persuasive analytical writing is expected at both undergraduate and postgraduate level in Australian Universities when writing an argumentative essay.

This style of writing clearly states a position (thesis) and presents arguments in support of it. It attempts to persuade the reader of the validity of the thesis and arguments. The writer’s voice or opinion is clear, and is always supported by evidence drawn from his/her sources.

Purely descriptive writing (i.e. giving information) or analytical writing (i.e. developing relationships between pieces of information by grouping them into conceptual categories, or comparing and contrasting) is not enough. Passages of writing in these styles may be found within academic essays, but they cannot form the basis of the essay.