

Persuasion vs. Argument

Persuasion	Argument
Attempts to convince the reader to accept a thesis or truth .	Attempts to convince the reader to accept a claim as truth .
Appeals to the credibility, character, or authority of the writer (ethos).	Focuses on evidence (logos).
Is often grounded more in feelings (pathos) than facts.	Is grounded more in facts, data, and logic .
Is often associated with speeches and frequently requires listeners/readers to take some sort of action to remediate the issue.	Requires critical reading of the text(s); may include evidence from other sources.
	Addresses counterclaims fairly in order to present a complete argument.