Focus Mode: Argument Writing
Purpose: to present and defend a position

The writer
- takes a position on the topic and makes a claim.
- offers reasons to support that position and claim.
- backs up his or her argument with evidence from reliable sources.
- recognizes opposing arguments and reveals their weaknesses.
- uses voice to add credibility and show confidence.

Typical argument writing formats include award nominations; editorials; speeches; essays; reviews and critiques; debate outlines/notes; research papers; advertisements and commercials; consumer guides or reports; and public service announcements.
Details can make the difference between a good piece of writing and a great one. Skilled writers don’t just state the obvious and tell things readers already know. They observe their real or imagined world closely and select details that are interesting, relevant, and unique. They delight readers by pointing out the extraordinary in the ordinary and by illuminating things readers might otherwise overlook.