Hi, this is Jo from Writing@Liverpool.

Welcome to this short video on analytical and persuasive writing, designed to help you understand the main features and aims of these styles of academic writing.

In this presentation we are going to look at what is analytical and persuasive writing and how to write good analytical and persuasive text.
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<th>3</th>
<th>Analytical writing examines the relationships between evidence, exploring your subject in depth. Usually, analytical writing brings in multiple sources.</th>
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<td>4</td>
<td>With analytical writing, you will be seeking to understand the bigger picture. You will be looking at connections, how things relate to each other. To look at the bigger picture you may break the subject down into individual components.</td>
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<td>5</td>
<td>Good analytical writing should be thematic. You need to identify key topics which run throughout your evidence and divide your discussion up, so you’re dealing with one theme or topic at a time rather than muddling everything up together. Extract the relevant information from your various sources and present it in a meaningful manner.</td>
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Analytical writing may compare and contrast the evidence. It establishes similarities and differences across data sources. You may examine the evidence point by point – to provide a micro analysis.

Analytical writing evaluates the evidence, assessing the validity of the claims made by other writers.

Let’s move on to persuasive writing. You need to tell the reader what you think – what is your answer to the question posed in the assignment? This is your argument. You are aiming to convince the reader that your viewpoint is correct. And you need to use evidence to support this claim.
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<th>9</th>
<th>You need to build a case for your argument or theory. One way to do this is to demonstrate links between different sources of evidence.</th>
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<td>10</td>
<td>Don’t be afraid to criticise previous scholarship, but be objective in your criticism.</td>
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<td>11</td>
<td>This criticism must be based on a review of the evidence. For example, you might find one writer’s claim is outweighed by the findings of several other scholarly writers.</td>
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<td>12</td>
<td>Stand behind the evidence – don’t try to force the evidence to fit your claim; instead adjust your claim to the evidence.</td>
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<td>13</td>
<td>To write good persuasive text you need to integrate evidence, theories and evaluation.</td>
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<td>14</td>
<td>This will require you to create a strong structure and a well-supported argument.</td>
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Academic writing utilises several styles of writing.

- You may begin by describing the evidence using **descriptive writing**.
- And presenting and explaining the facts using **expository writing**.
- You may go on to examine the relationships between the evidence using **analytical writing**.
- And finally you will state and support your argument using **persuasive writing**. This argument will be based upon the evidence you have described, presented and evaluated.

More information on descriptive and expository writing can be found in another video in this series.

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**Key points**

1. **Analytical writing** examines the relationship between multiple sources.
2. It should evaluate other writers’ arguments and identify themes.
3. **Persuasive writing** uses evidence to back up an argument.
4. It should integrate evidence to create a strong, structured argument.

The key points to remember are:

Analytical writing examines the relationships between multiple sources.

It should evaluate other writers’ arguments and identify key themes.

Persuasive writing uses the evidence to support an argument.

It should integrate evidence to create a strong and structured argument.
For more resources, search for the Centre for Academic Success on the intranet

writing@liverpool.ac.uk

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No voiceover.