

Spring 2019

English 3604: Persuasive Writing

Tuesday/Thursday | 1:00-2:25

Instructor:

Dr. Will Duffy (weduffy@memphis.edu)

How does writing become persuasive?

We will tackle this question in this course by looking at a wide range of genres from an equally wide range of contexts: resumes, restaurant reviews, letters to the editor, memes, marketing letters, researched arguments, audio essays, and the list goes on.

As we consider these texts and contexts we will look at the ways that style, voice, grammar, document design, and other textual features work together in ways to make particular types of texts persuasive in particular situations.

Students in this course will be writing constantly across the various genres we study, and they will also have the chance to compose in a variety of modes.