

A Balanced Approach

The following tables illustrate differences between effective and ineffective messages. According to Socrates, Aristotle, and many other philosophers and educators, in order to have a convincing essay, you must be not only reasonable and trustworthy, but also humane and caring. The first table lists the negative ways that writers compromise their logic, integrity, and compassion. Issues that are located on the same row are related, often occurring in the writing of people who are insecure or who have a conflict of interests. Thus problems of logic can manifest themselves in the areas of character and emotion. The second table shows how combining positive practices across the table can make your voice powerful, moving, and believable.

Negatives Tendencies in Writing

Logical Fallacies	Ethical Delusions	Emotional Insecurities
Not enough evidence	Insufficient authority	Inhumane or unfeeling attitude
Drowning with evidence	Has a god-complex	Bathos – too much emotion
Does not represent reality	Conflict of interests	Self-centeredness
Doesn't hang together well	Reputation is untrustworthy	Loving and hating all at once
Hiding opposing positions	You just can't trust anyone	No one else understands you...
Arguing against x, not for y	Mudslinging – disparaging	Demonizing the enemy
Only two alternatives	Do you believe him or me?	Do you love him or me?
Evidence is too simple	"Come on! Just trust me..."	Impulsive decision-making
Conclusion proves itself	Egotistic & Self-justifying	Manic-Depressive swings

Positive Practices of Writing

Logical Reasons	Ethical Truths	Emotional Certainties
Enough evidence for proof	Sufficient authority	Humane, caring life outlook
Reasoning is sound	Trustworthy reputation	Loves unconditionally
Represent situation as it is	No conflict of interests	Acts in the interest of society
Multiple fair alternatives	Many authorities on subject	Lots of people care about you.
Conclusion proved by facts	Has several good referrals	Balanced, centered orientation
Complex, reliable evidence	Certifications, tests, degrees	Ruled by intuition not impulse
Arguing for a position	Speaking well of opponents	Caring for one's enemy
Showing opposing positions	The truth is out there	Others will reflect your light
Presented comprehensibly	Understands limitations	Feelings connect us together