

In to support her
claims as well as



**ASSIGN
BUSTER**

In these two articles by Ginny Graves and Ruth Whippman, both authors attempt to persuade the intended target audience, people searching for happiness, of the various ways one can attain happiness from interaction with others as well as from oneself. Although both articles speak of the same issue, they vary in writing styles and the amount of research evidence provided to support their claims.

While Whippman utilizes a more personal style of persuasion filled with her own experiences to support her claims as well as having a two-sided argument, I believe that Graves has presented a more persuasive case attributed from the extensive use of quotations and opinions from prominent experts and researchers in their various fields and intricate elaborations to support her claims. Initially, one might be drawn into Whippman's article due to a very personal style of writing. She speaks about her personal experiences in a new country, the methods she herself utilizes to seek happiness and constantly uses the personal pronoun 'I' often to emphasize the truism of her experiences. Comparatively, Graves has very scarce use of anecdotes and personal pronouns. Furthermore, although the title of Whippman's article is 'Happiness Is Other People' and strongly suggests that she takes the stand that one finds happiness from others, she gives a rather holistic argument by also writing about finding happiness from oneself. This is seen when she mentions the individualistic culture powered by self-actualization and the isolationist philosophy (Whippman, 2017).

The use of anecdotes, personal pronouns and holistic arguments is persuasive and will be able to convince audiences of her claims. (The persuader's toolkit). Lastly, Whippman writes about phenomena in

America such as people spending less time to connect with one another as well as spiritual and religious practices slowly shifting from community-based endeavors to private ones (Whippman, 2017) and how they suggest that people are unable to find happiness. Therefore, Whippman's more targeted and personal style of writing, coupled with the holistic arguments presented and citing of occurring phenomena can hold more appeal to target audiences, making her article more persuasive than Graves. However, after further analysis, I find Graves' article more persuasive as she has better use of evidence as well as quotations and opinions from qualified experts to support her arguments.

Providing factual evidence and giving opinions from experts guarantees the credibility of an argument, making it more persuasive to audiences (The persuader's toolkit). Some examples of factual evidence provided is the 2016 study at Michigan State University and how it helps people tame their negative emotions after being showed troubling photos. (Graves, 2017) There is a vast amount of quotations and opinions from experts throughout the entire article with two from every paragraph except from paragraphs five and six which still contain one each.

Comparatively, Whippman's article only has one factual evidence from the Bureau of Labor Statistics' Time Use Survey (Whippman, 2017). Her article has no quotations or opinions from experts and fails to quote any evidence to prove her argument, making her less credible and persuasive. Moving on, Graves uses evidence, quotes and opinions that are very applicable and relevant to her arguments.

They directly address the issue which the audience are facing, finding happiness. One example would be Graves mentioning that taming negative emotions can lead to making one happier (Graves, 2017). She substantiated her claim with evidence from the 2016 study at Michigan State University as well as the quote and opinion of Martha Beck, a life coach, sociologist and author of 'Finding your own North Star'. Whippman on the other hand, already has very little factual evidence and the few factual evidences that she provides is inapplicable and irrelevant evidence to support her claims. An example would be her mentioning how the Bureau of Labor Statistics' Times shows Americans spend less than four minutes a day 'hosting and attending social events' (Whippman, 2017). The issue is for readers to find happiness but mentioning Americans spending little time on social occasions does not show why or explain how people are unable to find happiness or teaching readers how to find happiness. Therefore, Graves is more persuasive through the better use of evidence to support his arguments. Furthermore, Graves asks the readers many Rhetorical questions such as 'What relationships do I want to build?' and 'What do I want my life to be about' (Graves, 2017).

Rhetorical questions will allow the reader to think about their own response to the question and makes them interested, thereby making Graves more persuasive (The persuader's toolkit). Whippman on the other hand has absolutely no use of rhetorical questions. Even though Whippman has made use of a personal writing style, personal pronouns and presenting a slightly holistic argument to make her article be seemingly more persuasive, Graves' better use of factual evidence, quotations from experts, applicable

evidenceto support her claims as well as rhetorical questions has led to the undisputedconclusion that she is more convincing.

Graves' article presents a morepersuasive case through the use of both arguments and evidence.