

Opinion, Persuasive, Argument Writing · Compare and Contrast Matrix

Characteristics	Opinion	Persuasive	Argument	How Similar or Different
Purpose or Goal	To present personal feelings or thoughts which may attempt to influence beliefs of others	To persuade or convince with emotion	To objectively present a position with evidence	Persuasive and opinion present writer's opinion and appeal to the audience to agree with that opinion with little or no acknowledgement of other viewpoints. Argument presents a claim or position backed up by true and provable evidence while acknowledging the other side.
Claim or Statement of Position	Simply states personal opinion	Claim is based on opinion and may include emotional appeal	Claim is based on objective reasoning	Opinion and persuasive both have personal opinion. Persuasive tries to get reader to agree using emotion. An argument claim simply states a position (sometimes called position statement).
Counterclaim	Doesn't acknowledge	Usually does not acknowledge and when it does, does not logically rebut	Acknowledges counterclaim may have merit and includes logical rebuttal	Only argument acknowledges <i>and</i> rebuts. When persuasive does acknowledge, it does not logically rebut. Opinion doesn't acknowledge at all.
Reasoning	Personal experience	Emotional and may not include facts or other substantiated evidence	Logical reasoning using true and provable evidence	All three use support, argument is not personal and uses credible facts and relevant evidence. Opinion reasoning is very personal and persuasive is often emotional.
Tone	Personal and informal	Emotional and a blend of formal/informal	Logical and formal	Opinion informally states a personal feeling. Persuasive uses emotion to get the audience to agree with position. Argument has formal style and tone and uses logic to present a position.