



every day on maintenance costs because I don't have to pay for insurance, repairs, or gas. It's also convenient to ride my bike because I don't have to purchase a parking decal or spend twenty minutes hunting for a parking place; I can park my bike next to my class and not have to fight the homicidal crowds in the parking lot. Next, riding my bike is a great form of exercise since it provides a cardiovascular workout, burns fat, and tones my muscles at once. Lastly, riding my bike is enjoyable because it puts me in touch with the beauty of nature in a way that I never would be if I were shut up inside a car with the windows rolled up. Riding my bike benefits me and benefits the environment, and that makes me feel good.

Peer Example



Dan

“Here's my paragraph that began with the same general topic of bikes, but the selection of **the city as my audience** helped me narrow my focus and build an argument that would appeal to the interests and concerns of city officials, for example, improving safety, saving money, and attracting new businesses.”

The Advantages of Bike Paths

The city should strive to improve its bike paths. By constructing more bike paths, the city could reduce the number of bike-related injuries and fatalities, thereby improving the health and safety of its citizens. Improved bike paths would encourage more citizens to bike to and from work, and fewer cars on the road would help reduce congestion and reduce the amount of money the city spends on road widening projects and road maintenance. In addition, the construction of bike paths and greenways encourages citizens to get out and appreciate their neighbors and their community, thus improving the overall livability of a city. A city with bike paths is also attractive to new businesses looking for a pleasant environment for their workers. Moreover, bike paths and greenways can help revitalize downtown businesses by encouraging use without increasing the need for parking places. Bike paths are an economical way to improve safety, stimulate business, and keep voters happy.

Exercise 1

C.W.

Suppose that you have been given the topic “technological training for employees” and that your purpose is to persuade your audience of its importance. From each list of ten items below, select the five strongest ones that you think would be appropriate for the given audience. **In other words, which five items would be most likely to persuade the given audience that technological training is important?**

Audience 1: Business Managers

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|---------------------------------------|------------------------------|
| 1. more stable society | 4. increased competitiveness |
| 2. higher potential employee salaries | 5. more stable workforce |
| 3. reduced cost of prisons | 6. increased profits |