

TABLE OF CONTENTS

	Pages
ACKNOWLEDGEMENT	i
ABSTRACT	ii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF MATRICES	ix
CHAPTER I. INTRODUCTION	1
1.1 The Background of the Study	1
1.2 The Problems of the Study	7
1.3 The Objectives of the Study	7
1.4 The Scope of the Study	8
1.5 The Significances of the Study	9
CHAPTER II. REVIEW OF LITERATURE	10
2.1 Cognitive Consideration in Argumentative Writing	10
2.2 Persuasiveness of Argumentative Writing	14
2.3 Writing Argument	19
2.4 Reasoning Skills Connected to Argumentation	22
2.5 Reasoning and Logic	23
2.6 Subjective and Objective Reasoning	25
2.7 Argument	26
2.7.1 Elements of Argument	28
2.7.2 Reasons for Constructing Argument	30
2.8 The Nature of Writing	32

2.9 Relevant Studies.....	36
2.10 Conceptual Framework.....	42
CHAPTER III. RESEARCH METHODOLOGY	46
3.1 Research Design.....	46
3.2 The Data and Source of the Data	46
3.3 Technique of Data Collection	47
3.4 The Procedure of Data Collection.....	48
3.5 Technique of Data Analysis	48
3.6 Trustworthiness of the Study	51
CHAPTER IV. DATA ANALYSIS, RESEARCH FINDINGS, AND	
DISCUSSION	52
4.1 Data Analysis	52
4.2 Research Findings	58
4.2.1 The Findings	58
4.2.2 The Result of the Data Analysis	59
4.2.2.1 Ways of Persuading Readers.....	59
1. Ways of Persuading Readers through Manipulating	
Text Structure.....	60
1) By Applying Definition, Personal Opinion, Issue, and	
Implicit Thesis Statement in Introductory Paragraph	60
2) By Applying Writer-Based Reasons in Writer’s Position	
Paragraph.....	68
3) By Repeating Previous Sentences and Writing Irrelevant	
Suggestion in Concluding Paragraph	70
2. Ways of Persuading Readers through Reasoning	76
1) By Using Pseudo-Evidence.....	76

2) By Organizing Cause and Effect.....	78
3) Persuasive Appeal	81
4.2.2.2 Cognitive Consideration in Persuading Readers.....	85
1. Considering Readers’ Domain Knowledge and Text Structure	85
1) Cognitive Consideration in Readers’ Domain Knowledge	85
2) Cognitive Consideration in Text Structure	86
2. Cognitive Consideration for Elements of Reasoning.....	98
4.3 Discussion	102
CHAPTER V. CONCLUSION AND SUGGESTIONS.....	105
5.1 Conclusions.....	105
5.2 Suggestions	106
REFERENCES.....	107
APPENDICES	111

