Everything is an \_\_\_\_\_\_\_\_\_\_

Definition

An argument can be any text, written, \_\_\_\_\_\_\_, or visual, that expresses a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

* Arguments can be aggressive or subtle.
* The point of an argument is to discover a truth, or to lead the audience to agreeing that your claim is \_\_\_\_\_\_ or reasonable.
* The point of persuasion is to change a point or to propose a call of \_\_\_\_\_\_\_\_.

Rhetoric

* Rhetoric is the study of effective \_\_\_\_\_\_\_\_\_ and writing.
* Concerned with *what* one could say as *how* one might say it

Parts of an Argument

* **Claim:** The overall \_\_\_\_\_\_ or point the writer will argue for.
* **Data:** Evidence gathered to support the \_\_\_\_\_\_\_.
* **Counterclaim:** A claim that negates or disagrees with the thesis/claim.
* **Rebuttal:** Evidence that negates or disagrees with the \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Rhetorical Strategies

* **Repetition** is the use of the same word or phrase repeatedly for \_\_\_\_\_\_\_\_\_\_\_.

Ex: Dr. Seuss; “I have a dream…,”

“..government of the people, by the people, and for the people…”

*“If there is anyone out there who still doubts…who still wonders…who still questions…”*

* **Parallelism** (or Parallel Structure) is the repetition of similar **\_\_\_\_\_\_\_\_\_\_\_** structures to show equal importance and create a **\_\_\_\_\_\_\_\_\_.**

Ex: She loves *eating* chocolate donuts, *taking* walks on the beach, and *singing* loudly at home.

* An **allusion** as an indirect or implied reference to someone, something, a place, or an event

Ex: Grammar is his Achilles heel;

Ex: “The side lines is lined with casualties  
Who sip the life casually, then gradually become worse  
**Don’t bite the apple, Eve**” *-Jay-Z*

* Diction is the specific *\_\_\_\_\_\_\_\_\_\_\_\_\_* an author uses to convey tone, purpose, or effect

Can include informal language, slang, clichés, jargon, formal language

* **Analogy** is a comparison of two subjects that suggests if two things are alike in some way then they are probably alike in other ways as well.

Ex: “Politicians are a lot like \_\_\_\_\_\_\_\_\_: They should be changed frequently and for the same reason.”

* **Loaded Language** using language that has lots of emotion (connotative content) to provoke a response.

Ex: Unemployed, Out of Work, Economically not contributing, Scrub, Lazy Bum

Rhetorical Appeals

1. **Ethical Appeals (*ethos***)- based on character, \_\_\_\_\_\_\_\_\_\_\_, and/or reliability of the author

Ex: biographical information, cites credible sources

1. **Logical Appeals (*logos*)-** convincing reasons and the \_\_\_\_\_\_\_\_\_\_\_\_ evidence that supports those reasons

Ex: facts, statistics, examples

1. **Emotional Appeals (*pathos*)-** used to stir \_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the reader

Ex: Loaded language, personal anecdotes, sensory details

Practice

Example 1:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Example 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Example 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Speaker

Ethos/Credibility

Message

Logos/Facts

Audience

Pathos/Emotions/Values/Interest

Everything is an Argument

Definition

An argument can be any text, written, spoken, or visual, that expresses a point of view.

* Arguments can be aggressive or subtle
* The point of an argument is to discover a truth, or to lead the audience to agreeing that your claim is true or reasonable
* The point of persuasion is to change a point or to propose a call of action

Rhetoric

* Rhetoric is the study of effective speaking and writing.
* Concerned with *what* one could say as *how* one might say it

Parts of an Argument

* **Claim:** The overall thesis or point the writer will argue for.
* **Data:** Evidence gathered to support the claim.
* **Counterclaim:** A claim that negates or disagrees with the thesis/claim.
* **Rebuttal:** Evidence that negates or disagrees with the counterclaim.

Rhetorical Strategies

* **Repetition** is the use of the same word or phrase repeatedly for emphasis.

Ex: Dr. Seuss; “I have a dream…,”

“..government of the people, by the people, and for the people…”

*“If there is anyone out there who still doubts…who still wonders…who still questions…”*

* **Parallelism** (or Parallel Structure) is the repetition of similar **grammatical** structures to show equal importance and create a **rhythm**

Ex: She loves *eating* chocolate donuts, *taking* walks on the beach, and *singing* loudly at home.

* An **allusion** as an indirect or implied reference to someone, something, a place, or an event

Ex: Grammar is his Achilles heel;

“The side lines is lined with casualties  
Who sip the life casually, then gradually become worse  
**Don’t bite the apple, Eve**” *-Jay-Z*

* Diction is the specific *word choice* an author uses to convey tone, purpose, or effect

Can include informal language, slang, clichés, jargon, formal language

* **Analogy** is a comparison of two subjects that suggests if two things are alike in some way then they are probably alike in other ways as well.

Ex: “Politicians are a lot like diapers: They should be changed frequently and for the same reason.”

* **Loaded Language** using language that has lots of emotion (connotative content) to provoke a response.

Ex: Unemployed, Out of Work, Economically not contributing, Scrub, Lazy Bum

Rhetorical Appeals

1. **Ethical Appeals (*ethos***)- based on character, credibility, and/or reliability of the author

Ex: biographical information, cites credible sources

1. **Logical Appeals (*logos*)-** convincing reasons and the logical evidence that supports those reasons

Ex: facts, statistics, examples

1. **Emotional Appeals (*pathos*)-** used to stir feelings in the reader (i.e., happiness or anger)

Ex: Loaded language, personal anecdotes, sensory details

Practice

Example 1:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Example 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Example 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Speaker

Ethos/Credibility

Message

Logos/Facts

Audience

Pathos/Emotions/Values/Interest