

Argument and Persuasion

Pg. 572-577

In today's world, you are faced with choices every day, from which brand of gym shoes you should buy to which presidential candidate deserves your support. Along with every choice comes a barrage of persuasive messages. TV ads, speeches, editorials, petitions—are all aimed at influencing your beliefs and actions.

Part 1: The Analysis of an Argument

To analyze an argument, you first need to understand its parts. A strong argument typically includes

Claim:

Support:

Counterargument

Strategies for Evaluating An Argument

Check The Claim:

Examine The Evidence:

Look for Logic:

Consider the counterargument:

Model: 1 Youth Voter Participation

Feature Article from **AD Council**

1. Identify the author's claim, or position

Name

Date

Hour

Persuasive Techniques: Fill in the examples of techniques or the examples given.

Technique	Examples
Appeals by association	
Bandwagon Appeal Taps into people’s desire or being a part of a group.	
“Plain Folks” Appeal	At last, an investment plan created with real families and real budgets in mind.
Testimonial Relies on endorsements from celebrities or satisfied customers.	
Transfer	Take pride in being an American. Re-elect Governor Frank
Emotional Appeals	
Appeal to Pity, Fear, or Vanity Uses strong feelings, rather than facts and evidence, to persuade.	
Appeal to Values	
Ethical Appeal	If you believe in education, vote against cutting after-school programs. With your help, we can keep these programs going strong.
Word Choice	
Loaded Language Uses words positivize or negative connotations to stir people’s emotions	

Model 1: Persuasion in Speeches

Speech by **Senator Edward Kennedy**

1. One example of loaded language is BOXED. Find two more examples.

2. Identify two persuasive techniques, and explain if you think they are effective. Explain your opinion.

Model 2: Persuasion in the Media

On the billboard, language and visuals work together to send a persuasive.

1. Reread the text on this billboard. What techniques are being used to persuade you? Cite specific words or phrases to support your answer.

2. Consider the photographs and the layout. Do these visual elements contribute to the power of the message? Explain your opinion.

Define rhetoric: pg. R126

Rhetorical Device	Example
Repetition	<u>Freedom</u> leads to prosperity, <u>freedom</u> replaces the ancient hatreds among nations with comity and peace. <u>Freedom</u> is the victor. -Ronald Regan , speech at <i>Brandenburg Gate</i>
Parallelism	Let us rise up tonight with a greater readiness. Let us stand with a greater determination. And let us move on in these powerful days, these days of challenge to make America what it ought to be. -Martin Luther King Jr. , “ <i>I’ve Been to the Mountaintop</i> ” speech
Analogies An analogy is a point-by-point comparison between two things that are alike in some respect. The goal is to show that if two things are similar in some ways, they are similar in other ways as well.	“There are two doors. Behind Door Number One is a completely sealed room, with a regular, gasoline-fueled car. Behind Door Number Two is an identical, completely sealed room, with an electric car. Both engines are running full blast. I want you to pick a door to open, and enter the room and shut the door behind you. You have to stay in the room you choose for one hour. You cannot turn off the engine. You do not get a gas mask. I’m guessing you chose Door Number Two, with the electric car, right? Door Number One is a fatal choice — who would ever want to breathe those fumes? This is the choice the world is making right now.” -Arnold Schwarzenegger Governor of California

Name

Date

Hour

<p>Rhetorical Question</p> <p>Are questions that do not require a reply?</p> <p>Writer's use them to suggest that their arguments make the answer obvious or self-evident.</p>	<p>Your girlfriend asks if you love her. You say "Is the pope catholic?" to suggest that it is obvious you love her.</p> <p>A parent is arguing with a child about the importance of good grades. The parent says "Do you want to live at home in the basement for the rest of your life?"</p> <p>A student fails to bring in his homework assignment. The teacher keeps him after class and says "Can we do better next time?"</p>
---	---

The Commencement Address

Speech by Anna Quindlen

1. Find one example each of repetition and parallelism. For each example, explain how the wording helps emphasize the point.

2. Another device Quindlen uses is an analogy. Explain the analogy in the **BOXED** text. Why might it appeal to students?

Part 3: Analyze the Text

AmeriCorps Network: Are You Up to the Challenge

1. One reason that the author uses to persuade readers to join AmeriCorps is **BOXED**. Identify two other reasons. In your opinion are they convincing?

2. What persuasive techniques are bring used in this article? Give specific examples to support your answer.

Name

Date

Hour

3. Find one example of parallelism and explain its effect.

4. Reread the BOXED reason. Does the evidence that follows support the reason? (Consider: How much does four years cost).

5. How do the images and the use of color add to the articles message?
