

Persuasion Vocabulary

Persuasion: the art of convincing your audience that your ideas are valid or more valid than someone else's. Must take out personal emotions to be effective when planning persuasion.

Speaker: the one trying to persuade/can be written or oral.

Appeals: (connection) Aristotle believes persuasion can be categorized into three areas:

- **Logos**: logical/reasoning/facts *Aristotle believed this was the most effective appeal.
- **Ethos**: ethical. The credibility/ authority /trustworthiness of speaker or evidence.
- **Pathos**: emotional/ language and presentation appeals to emotions.

Claim/argument/position: an arguable statement.

Three types:

- **Fact**: something is true or not true
- **Value**: something is good or bad
- **Policy**: a course of action is superior to another

Counterargument: the set of reasons put forth to **OPPOSE** another argument. (mult. perspective)

Points of Emphasis: points/reasons that are stressed or given importance (body paragraphs supporting your claim).

Audience: receiver of the message. The organization and presentation of claim will be planned according to audience.

Occasion: circumstances that the argument is being presented/setting. Ex: parade, speech in front of university at graduation, speech before an announcement of war, magazine

Rhetoric: the art of effective speaking, especially with the use of rhetorical devices, or literary devices.

Rhetorical devices: literary devices like metaphor, symbolism, analogy, anecdote, puns, alliteration, parallelism, repetition, etc.