Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Persuasion**

*Directions*: Use the textbook (pages 247, 249, 252, and 362-363) to complete the notes over persuasion.

Write the definition of nonfiction:

*After writing the definition*, HIGHLIGHT the words and phrases that indicate your understanding of persuasion whether cajoling or genuine.

What is the purpose of persuasive writing? “\_\_\_\_\_\_\_\_\_\_\_\_\_ are often times persuasive, given toencourage a certain \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or to \_\_\_\_\_\_ the listener over to a \_\_\_\_\_\_\_\_\_\_\_\_\_.”

*“If the author’s purpose is to persuade, determine whether the author is presenting an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , emotional \_\_\_\_\_\_\_\_, or a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of both.”*



***Read the excerpt from Martin Luther King, Jr.’s speech***

***on page 249. What is the purpose of his speech?***

***“Argument relies on***

*1.*

*2.*

*3.*

*in order to convince the reader of the*

*\_\_\_\_\_\_\_\_\_\_\_\_ of a claim.”*

***“Evidence may consist of*** *King uses \_\_\_\_\_\_\_\_\_\_\_\_ in his speech as seen in the*

*1. excerpt. What type of appeal is this? \_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*2.*

*3.*

*and may also consist of various types of appeals.”*

**What makes a message convincing?**

“Creators of persuasive works use various \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to sway readers, but all persuasion shares one element: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

**Argument is** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The statement is called the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ which is usually in the form of a \_\_\_\_\_\_\_\_\_\_\_\_\_ sentence (pg. R53 - a sentence that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and end with a \_\_\_\_\_\_\_\_\_\_).

**Proposition:** “A good proposition should be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[: a speaker must be able] to present \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for or \_\_\_\_\_\_\_\_\_\_\_\_\_\_ it.”

**Support:**

Support for an argument includes…

1. 2.

**COUNTER-ARGUMENT** isincluded in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ arguments.

*Counter-argument* is

*Draw and label the graphic on page 362 below.*

*Define the* **THREE APPEALS:**

**1. LOGIC (logos)**

**2. EMOTIONAL (pathos)**

**3. ETHICAL/AUTHORITY (ethos)**

*Define each of the following:*

**LOGIC** **INDUCTIVE REASONING** **DEDUCTIVE REASONING**

Rhetorical devices use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to enhance persuasion.

* Parallelism –

Example from Anthony’s excerpt: