

## Pg20-22 – 9/13 - Persuasion Vocabulary – Another Look

**argument** - a series of statements designed to convince the reader of something

**claim – position – author's opinion** - the main idea that the writer is trying to prove; usually expressed in the thesis sentence

**connotation** - the associations and emotions that have come to be attached to a word

**denotation** - the literal dictionary definition of a word

**counter argument** - an opinion that challenges the reasoning behind a claim and attempts to prove it wrong

**credibility** - the ability to inspire belief or trust.

**Rhetorical Devices:** strategies used to persuade readers

- **logical appeal** - a rhetorical device that attempts to convince based on reason and factual evidence; this is the most important type of strategy to use

- **emotional appeal** - a rhetorical device that attempts to convince based on emotions such as fear, anger, or sympathy; this may be an effective strategy but can't always be trusted

- **ethical appeal** - a rhetorical device that attempts to convince based on the readers' sense of right and wrong; depends strongly on shared systems of values

**Evidence:**

**Types of evidence:**

- **allusion** - reference to a person, place, or event from literature or history which the reader is meant to be familiar with; may be used to compare two situations and appeal to the readers' emotions

- **analogies** - comparisons that show similarities between facts, ideas, or situations

- **anecdotes** – a short true story, personal example, or observation that helps to prove a point; may be used to appeal to readers' emotions

- **case studies** - scientific research that produces facts and/or statistics

- **commonly accepted beliefs** - ideas that many people believe to be true; may also refer to values that people share, usually used to support an ethical appeal

- **examples** - specific illustrations or instances of a general idea

- **expert opinion** - statements made by a recognized authority on a subject

- **facts** - statements that can be proven true

- **statistics** - facts in the form of numbers

**Writing Conventions:**

- **thesis sentence** - describes a subject and gives an opinion

- **topic sentence** – usually the first sentence of a paragraph; makes a general statement in support of the thesis statement

- **concrete detail** - evidence that supports the writer's claim

- **commentary** - further explanation of a writer's opinion in a paragraph; explains how the concrete details are connected to the topic sentence and thesis