

Pg 15 – 8/30 - Unit 1 – Persuasion – Credibility Evaluation

Essential Learning – Reading 2.8 – Evaluate the credibility of an author’s argument or defense of a claim by critiquing the relationship between generalizations and evidence, the comprehensiveness of evidence, and the way in which the author’s intent affects the structure and tone of the text.

ACADEMIC VOCABULARY

Evaluate – make a judgment about something based on careful analysis.

Credibility – the believability or truthfulness of an argument or claim.

Argument – Claim – Position – Opinion – Thesis – Point – The thesis sentence of a persuasive text that clearly states or implies what the author wants you to do, believe, or agree with.

Pg 16 – 8/30 - Academic Vocabulary Part 2

Reasons – Argument – a series of statements designed to persuade the reader to accept a claim or opinion. These statements can include additional claims, evidence, ethical appeals, and/or emotional appeals.

Rhetoric – speech or writing that uses words to communicate persuasively.

3 Primary Rhetorical Devices/Strategies/Techniques

LOGICAL APPEALS use evidence – statements that are proven or obviously true including facts, statistics (numbers that are the result of scientific study), examples, anecdotes (brief stories about real people), and/or quotations of expert opinions given to support a claim.

Emotional Appeals – statements made using emotionally loaded words or emotionally moving evidence that create an emotional reaction (feeling) in the audience.

Ethical Appeals – statements made regarding the fairness or unfairness, justness or unjustness, morality or immorality, and/or rightness or wrongness of a fact, issue, situation, reason, or claim.

Read Pages 3 – 5 in your MultiCultural Reader