Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Argument and Persuasion Prezi Notes

Fill in the chart as we go over the presentation.

|  |
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| Part 1: The Elements of an Argument |
| Argument |  |
| Claim |  |
| Support |  |
| Read Model 1 on page 655 and answer questions 1-5. |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |
| Part 2: The Craft of Persuasion |
| Persuasion |  |
| Persuasive Techniques: Appeals by Association |
| Bandwagon Appeal |  |
| “Plain Folks” Appeal |  |
| Testimonial |  |
| Transfer |  |
| Persuasive Techniques: Emotional Appeals |
| Appeals to Pity, Fear, or Vanity |  |
| Persuasive Techniques: Appeals to Values |
| Ethical Appeal |  |
| Persuasive Techniques: Word Choice |
| Loaded Language |  |
| Read Model 1 on page 657 and answer questions 1 and 2. |
| 1. |  |
| 2. |  |
| Read Model 2 on page 657 and answer questions 1 and 2. |
| 1. |  |
| 2. |  |
| Rhetorical Devices |
| Repetition |  |
| Parallelism |  |
| Analogy |  |
| Read from “And Ain’t I am Woman?” on page 658 and answer questions 1 and 2. |
| 1. |  |
| 2. |  |