

Study Guide for *Thank You For Arguing* Chapters 1-13 - English IV- AP

Directions: Answer questions on a separate sheet of paper. Some questions will require you to read the marginal text. These questions have an asterisk* beside them. This is for a formative grade but we will be referring to the book throughout the semester. (Each questions is worth 2 points.)

INTRODUCTION**Chapter 1: Open Your Eyes**

1. Define **rhetoric**.
2. Define **chiasmus** and list two examples of it from the text.

OFFENSE**Chapter 2 – Set Your Goals: Cicero’s Lightbulb**

1. What does one do to win a **deliberative argument**, and what is the best possible outcome?
2. What does it mean to “concede”?
3. Why does Heinrich suggest that one practices concession, but you should only use it if it will not damage your case/argument irreparably?”
4. What **three persuasive steps** does Heinrich outline from Cicero?

Chapter 3 - Control the Tense: Orphan Annie’s Law

1. What are the **three core issues** (according to Aristotle)? Why is it necessary to properly categorize an argument?
2. Describe the **present-tense**, **past-tense**, and **future-tense** as rhetorical strategies.
3. What is the purpose of **forensic rhetoric**?
4. What is the purpose of **demonstrative rhetoric**?
5. What is the purpose of **deliberative rhetoric**?
6. Which is the rhetoric of choice?

Chapter 4 – Soften Them Up: Character, Logic, Emotion

1. What is argument by **logos**?
2. Give an example of logos other than what is given in the book.
3. What is argument by **ethos**?
4. Give an example of ethos other than what is given in the book.
5. What is argument by **pathos**?
6. Give an example of pathos other than what is given in the book.

Chapter 5 – Get Them to Like You: Eminem’s Rules of Decorum

1. Define **decorum**.
2. Why must you change your decorum based on your audience’s expectations?

Chapter 6 – Make Them Listen: The Lincoln Gambit

1. Name and define the **three essential qualities** of persuasive ethos according to Aristotle.
2. Define the ethos traits in terms of C3. *
4. Define and exemplify **litotes**.*
5. Define **tactical flaw**.

Chapter 7 – Use Your Craft: The Belushi Paradigm

1. Define **practical wisdom**.
2. What are the three tools for getting an audience to trust your decision?

Chapter 8 – Show You Care Quintilian’s Useful Doubt:

1. Define **the reluctant conclusion**.
2. Define **personal sacrifice**.
3. Define **dubitatio**

Chapter 9 – Control the Mood: The Aquinas Maneuver

1. Define **pathos**. Discuss the evolution of the term **pathetic**.
2. Explain the statement “When you argue emotionally, speak simply.”
3. Discuss the use of **anger**, **patriotism**, and **emulation** in an argument.
4. How is **desire/lust** a rhetorical device?

Chapter 10 – Turn the Volume Down: The Scientist’s Lie

1. What is **passive voice**, why is it so useful as a rhetorical device?
2. What is **System One**? **System Two**?

Chapter 11 – Gain the High Ground: Aristotle’s Favorite Topic

1. Define **commonplace** in terms of argument.
2. Why is it important to use your audience’s point of view?

Chapter 12 – Persuade on Your Terms: What “Is” Is

1. Name and define the techniques for **labeling**.
2. Name and define the **framing** techniques.
3. Define **stance** and the **four techniques** it entails.
4. Why must you as a “persuader” identify commonplace words?
5. What tense is best when addressing values? Why

Chapter 13 – Control the Argument: Homer Simpson’s Canons of Logic

1. What is **hyperbole**? Give an example other than what is given in the book.
2. Explain **enthymeme** and create your own enthymeme.
3. Describe the function of a **premise**.
4. What is **deductive logic** and how does it work?
5. What is **inductive logic** and how does it work?
6. Define **paradigm**. *