

Journal Entry One

Takeaway on “rhetoric” concepts. Chapter 9 Heinrich's discussed controlling the mood of the audience. He mentions if done correctly pathos could affect an audience judgment (85). One of the ways you can do this is by desire. Desire means that you can get your audience to move from decision to action (97). For example, all salesman uses this type of method. I used this when I worked for AT&T cell phone service as a selling point. I would greet customers as they came in. The first thing they would say is oh I am just looking. Watching the cell phones that they are looking at can help me understand. I now know they have a desire to want a phone, but something is stopping them. That is when I work my magic to play on their desire so that I can get them to do the action, which is purchasing the cell phone. Knowing that everyone has a lust or desire for something helps play to their needs (99).

Chapter 10 discussed passive voice as a trick used in pathos (101). It is like saying something that has happened but stating it as though it was on its own (101). For example, I can tell somebody there is a long scratch on your car. They see the scratch, but they have nobody to blame for it. That makes the emotion from the statement quickly disappear. [Practice the Passive Voice with scenes from TV shows \(Links to an external site.\)](#)[Links to an external site.](#)



When the passive voice is not enough to help the anger; there are three parts to a system. System one is to make sure that you are making everything understandable for your audience (103). System two is making your audience feel they have control (103). System three is making sure you are showing a happy emotion (103).

Chapter 11 discussed Aristotle's favorite topic of gaining the high ground (110). One way you could do this is by finding the commonplace. This means you are starting from your audience's position (112). The example used in the chapter talked about if you wanted a group of conservatives to support low- cost housing how would you go about it (115). Saying marriage need protection is a way because you are supporting the family being together and personal ownership (116). For example, my grandmother used to always say “what kind of music is that”. By her saying that she set the tone where I knew she did not understand the music and no longer wanted to listen to it. This is starting an argument with the commonplace because I must make her think that I want what she wants.

Journal Entry Two

Takeaway on “rhetoric” concepts. Chapter 13 discussed how Heinrichs believed we could control an argument using logos. One of the terms we could use is induction, which is an argument by example (148). When you and your audience do not share, a commonplace; argument by induction would be substantial. There are three kinds of examples you can use for induction; fact, comparison, and story. For example, most African Americans have dark hair. Mary is African American. Therefore, Mary has dark hair. You are having an argument but

providing examples to prove your point to be true. The example I used would be considered a comparison.

Chapter 14 discussed the seven deadly sins and how to utilize them as a shield (157). One that stood out was the second deadly sin: the bad example (158). This is when you give an example in your argument, but it does not prove the conclusion (158). This means you are misinterpreting the evidence giving (159). For example, slim fast has a commercial that shows women drinking a shake that can help them lose weight. Somebody could say because of the commercial only women can benefit from slim fast, but that is not proven to be true. [SlimFast | Yes I Did | :30](#)



[Commercial \(Links to an external site.\)](#)[Links to an external site.](#) You are learning that even though slim fast example showed a woman, that does not mean that men do not use this product at all.

Chapter 16 "uses ethos to spot manipulation" (189). One way of doing that is figuring out if your needs are the same as the persuader (198). The example used in the book talked about salespeople and how they sell things without them knowing why they bought it. When you go back and think you cannot remember anything the salesperson said to you, but you knew it sounded good at the time. For example, you have never thought about building an outside pool, but a salesperson paints a wonderful image to you and you buy in. After building the pool you never use it or get in it, so now you're wondering why you bought it. The salesperson applied the needs test here.

Journal Entry Three

Takeaway on "rhetoric" concepts. Chapter 20 goes over ways to change reality. One of those ways includes synecdoche, which is the sharing trope (236). This means taking one piece, part, or member and making it stand for the whole or the group (249). For example, I have a habit of saying the university reported that we will be closed today. The university is not an actual person, so the university cannot speak. What I really should be saying is the president of the university reported that we will be closed today. This is because he is the actual person speaking.

Just like Heinrich stated, "buildings don't talk, duh" (236).



Chapter 22 helps you make sure your audience identifies with your choice (259). One way you can do this is by identity strategy, which allows your audience to see your choice as important to your connection with the relationship (249). For example,

Husband: let's stay in and relax on this beautiful Sunday and watch football.

Wife: oh no, I thought you agreed we will go to church today?

Husband: I did, but I did not realize my team would be playing early today. Can we do something for me for once?

Wife: you really want to stay home and watch the football game?

Husband: well, I am not sure now.

Wife: well whatever you choose to do, we will still have a beautiful day.

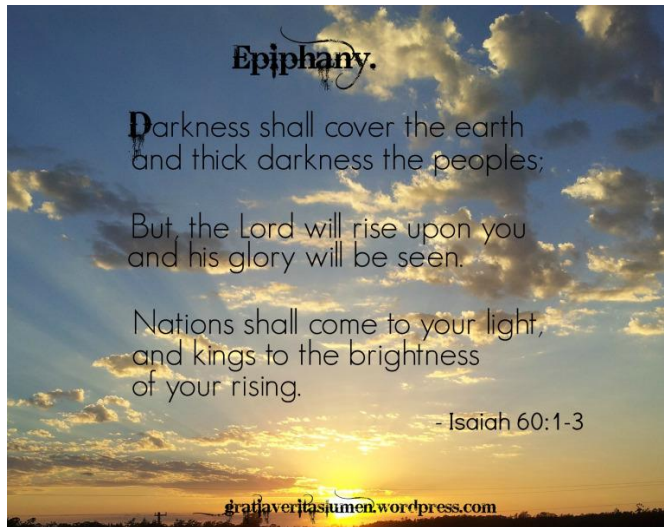
Husband: Okay, let's just go to church. I will watch football when we come back today.

The wife was able to convince the husband to go to church with bringing anger into the argument.

Journal Entry Four

Takeaway on "rhetoric" concepts. In chapter 25 Heinrichs talked about using the right medium based on *ethos*, *logos*, and *pathos*. Heinrich stated that "the medium uses sense to carry out the same sort of persuasion" (293). The Five senses are sight, smell, touch, taste, and sound. Touch, taste, and smell would be *pathos* because they all trigger emotions. Sound would be considered *ethos* through voice, but *pathos* through music. Lastly sight, which is *pathos* and *ethos* because "we believe what we see" emotion and "sight becomes almost purely logical when it encounters type on a page" logic (293). For examples, an individual is sitting on the bus and passes gas. Everybody on the bus is going to eventually smell it and their reaction is going to be straight from their emotions. They could say "ewwwww, that is disgusting".

In chapter 28 Heinrichs discussed writing a persuasive essay. One way is by doing theme twist, which is making the audience think everything is going to continue the same and then BOOM it changes. This allows the audience to become back engaged to the new theme. Epiphany is another term meaning the writer “shows there self-making the discovery they want their readers to make with them” (346). For example, theme twist is done a lot in horror movies where the whole movie you see a group of people being killed, but by the end, you realize that one of the people in the group was the actual killer.



Journal Entry Five

Takeaway on “rhetoric” concepts. In chapter 29 Heinrich’s talked about using the right tools. The rhetorical weapons used was offense, which is when you think of the goal you are creating and know your audience's values and commonplaces (360). A way to find the commonplace is by idiom, which is “a set of words that convey a single meaning” (355). For examples, Americans tend to say let’s call it a day when they really mean it is time to quit. After, you “then use *ethos*, *logos*, and *pathos* in that order” (360). Defense is next, which is used when you do not know what to say. The way to fix this is by “redefining your concession” (360).

DEFINITION OF IDIOM



Henry David Thoreau argued about the rules and laws made by the government and if we should follow them. Thoreau felt if the laws were considered unjust than we as citizens must disobey them. Thoreau protested for slavery and the Mexican war by refusing to pay taxes. He was incarcerated for one night in jail, but a friend paid his taxes and he was released the next day. He talked about how humans knew right from wrong and when it came to slavery that was unjust “cannot without disgrace be associated with it. I cannot for an instant recognize that political organization as my government which is the slave’s government also” (Thoreau, 1849). Thoreau’s overall argument does not mean he wants anybody to show violent resistance towards the government, but nonviolent resistance because he wants to fight for a better government.

“One has a moral
responsibility to
disobey
unjust
laws.”

Martin Luther King Jr.

