

Journal Entry Ch. 4, 5, & 6

Takeaway on the concept of “tools of persuasion”: Heinrichs suggests that the most compelling arguments can be made with three specific tools of persuasion; Those tools are appeals to logos, ethos, and pathos (38). These tools can be used instinctively or intentionally (39). Logos refers to arguing with logic (39). In order to successfully argue using the appeal of logos, the best way the argument can be assisted is by the use of concession (41). When using concession, one “accepts what the other person says and builds on it” (43 para. 5). When you accept their rebuttal or argument, it demonstrates that you are still open to their opinion but it also allows you to direct the conversation to be in your favor (43). Pathos allows one to sympathize with their audience providing a mood shift to be in favor of one’s argument (44-46). Lastly, ethos provides an argument with appeal to one’s character (40). “An audience is more likely to believe a trustworthy persuader, and to accept his argument” (40 para. 2).

Takeaway on the concept of “ethos”: Ethos relates to one’s credibility and trustworthiness in an argument (56). If a person is not honest with their audience, the audience will not be persuaded or feel compelled to side with that person, especially in politics (55). More importantly, ethos targets decorum. “Rhetorical decorum is the art of fitting in –” (47 para. 1). This idea is important because it allows you to connect with the audience. Although you should not behave in the same way as the audience, one should act in the expectations of the audience (52). To effectively persuade the audience, one must relate to the group so that a sense of identity is developed between both parties (55).

<https://www.youtube.com/watch?v=ADRMQv6Z0uY> In the attached commercial, one can see that Kristen Bell is relating to the audience of parents. Because she sees the car fit for her family, it will persuade others to want to buy it as well considering she is credible, trustworthy, and well-known. It can be assumed that she is being honest because she attempts yelling at her “children” while in the car, demonstrating that it would be a good fit for her family.

Takeaway on the concept of “persuasive ethos”: There are three necessary concepts Aristotle suggests in order for an argument to be persuasive while using ethos; Those are virtue, practical wisdom, and disinterest (57). Rhetorical virtue refers to one believing the values of the audience or convincing the audience to perceive that they share the same values (58). Practical wisdom and virtue share a similar meaning in that the person attempts to always do the right thing, not for himself but for the benefit of the group (57-58). The term disinterest does not mean that the person is not interested in the group or the topic at hand, but that they are unbiased and their focus is on the audience and not themselves (57, 61). Virtue alone allows a person to create an identity in which they match the audience or stand out for unique reasons (63). In order to maximize your rhetorical virtue, Heinrichs suggests “brag, get a witness to brag for you, reveal a tactical flaw, and switch sides when the powers that be do.” (68 para. 1). Revealing a tactical flaw can be used in order to “recover from a mistake” which will allow your character to remain credible (66 para 1). When you change positions, it allows your opponent to believe that they have provided insight on the topic in which you must change your opinion; They think they have won the argument (66).

Journal Entry 9, 11, 12

Takeaway regarding the concept of “persuasive emotions”: In order to effectively persuade someone, you must use emotions in order to convince the audience to agree with you (84). One way to appeal to a person’s emotions is by using sympathy rather than empathy (85). When you are sympathetic towards another person, you attempt to change the way they feel (85). “Emotion comes from experience and expectation,” (86 para. 4). When a visual and relatable topic is provided to the audience, they are more likely to feel that emotion and change their thinking (86). The best way to exemplify this is by presenting a narrative so that more detail will be presented (87). <https://www.youtube.com/watch?v=SfAxUpeVhCg> In this video, there are little words spoken. However, the few words that are spoken relate to an experience that parent’s would have to endure. This draws in ones emotions to argue that they should stop smoking so their child will not have to be alone if they become sick or even die from smoking. Using emotional appeals when starting an argument is less effective (88). Humor is the most persuasive emotion but it will not encourage people to take action regarding the argument at hand (90). The three emotions that will encourage people to take action are anger, patriotism, and emulation (91). Anger comes from talking down to someone and invokes anger to prove they are not below you (91). Patriotism, often confused with idealism, is best used “as a form of competitive jealousy” (93 para. 5). Desire also has a strong effect on one’s emotions (97). If the audience is provided with a visual of exactly what they want, they will likely chase after it (98). Overall, pathos can be used in order to change the mood of an argument (99). In doing so, specific emotions are used in order to control the argument to benefit the outcome you want (99).

Takeaway on the concept of “commonplace”: Commonplace is an opinion that your audience agrees on and values in the same way (112). According to Heinrichs, this is one of the best ways to approach an argument because it is something the audience values as a group (111). Although commonplaces are not facts, they can be considered societal norms or “rules of thumb” (112 para. 10). Clichés are often placed into the category of commonplace because it is a phrase that people use so often (113). The book uses the example of “The early bird catches the worm” (113 para. 2). It allows a group to connect and identify with one another, in doing so they understand that they favor things in the same light (114). Commonplaces also allow others to be able to define such groups or audiences (115). When beginning an argument with a commonplace, it is beneficial to be aware of the commonplaces already used by that audience (115). These also allow one to “follow trends in values” because as they slowly fade out, it is evident that the trend is no longer valued (118 para. 3). In order to persuade an audience, you must connect with their specific beliefs to show that you identify with them (119).

Takeaway on the strategy of “stance”: In order to set up an effective argument, one must take a stance in order to set their tone for the argument (120). There are multiple tools that assist this technique for the best arguments to be made. One of those tools is framing (120). Framing will allow one to shift a topic in their favor (120). If you “accept the opponent’s definition of what

the issue is about,” then you can essentially use that definition against them as well (121 para. 5). If you use words and phrases that society typically uses, commonplace words, then there is a common understanding among yourself and the audience in which you are able to reach the largest audience possible (122). To provide a stronger argument, one should define the issue at hand so that both the audience and the arguer are on the same ground of understanding (124). When defining an issue, attempt to reach a middle ground, not extreme sides because the middle will consist of “the most persuadable audience” (124 para. 2). Definitions should support your side of the argument and not allow for your opponent to easily strike at them (128). After taking a stance for the argument, begin with facts that support your argument (132). If you are unable to support your argument with facts, reconsider the terms at hand and argue that your opponent’s argument is ineffective and not comparable in importance (132). Overall, there are multiple ways to begin an argument in your favor. More specifically, take a stance, define the terms at hand, speak of what will be done, and argue to the largest audience possible (134).

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Takeaway on the concept of “practical wisdom”: Practical wisdom is what Aristotle referred to as “phronesis” (199). This is determining if someone is making a good choice which also relates to their virtue (199). Someone who shows practical wisdom will not provide a concrete answer that is generalizable to everyone (199). Their answer will likely consist of “That depends” (199 para. 2). This divides up strict rules that may not need to be followed and allow for more general answers that can be provided on the spot (200). Phronesis often provide knowledge or experience with the topic or issue at hand (201). Someone who shows practical wisdom will offer their experience or a comparable one to back up their “That depends,” reasoning (201). It is important to also recognize the real issue at hand, also referred to as “sussing ability” (202 para. 1). This is often useful in the rhetoric of ethos because you are providing experience to add to your credibility (203). These techniques allow people to “assess a person’s practical wisdom” in order to determine if they are reliable and trustworthy for the cause/issue at hand (206 para. 3).

Takeaway on the concept of the “power of agreeability”: Bullies will often try to scare you in an argument to make you fear them and avoid the confrontation (207). Heinrichs suggests that there are four tools that allow you to strengthen your ethos: audience targeting, ironic love, virtue pose, and aggressive interest (214). Someone who is angry and confronting you will likely not be persuadable (208). When this occurs, it is important to recognize the surrounding audience because they are who you want to persuade to be on your side (208). When recognizing the audience, it is also important to stick to your original goal of entertaining, providing facts, demonstrating, etc. (209). If a person is continuing to disagree and not be persuaded, it is important to stay calm so that you are viewed as the better person, the reasonable one, as your audience will favor you more than your angry opponent (210). Lastly, it is important to ask your opponent as many questions and details as possible so that you can understand how they are defining their terms for their argument (211). In doing so, it is

possible that your opponent will realize that what they are saying is unrealistic or does not make sense and then you have in fact won the argument (211, 214).

Takeaway on the concept of “figures”: Figures allow you to add to your argument before you miss your opportunity and are left with second thoughts (217). Dialogue is a figure that adds reality to the example (218). It often “repeats a conversation for rhetorical effect” (218 para. 5). Another figure commonly used, and examples are often found in movies, is the speak-around (219). This is where people use a description instead of addressing someone by their actual name to provide emphasis on their character (219). Idioms are the most common figures of speech (221). Idioms are a phrase with one meaning, for example, “with a grain of salt” (221 para. 2). A common figure of thought is the self-answering question (219). A rhetorical question is posed however, that person answers it as well even though it is rhetorical (219). “Tropes swap one image or concept for another” (222 para. 2). Metaphors and irony are commonly used tropes (222). If your opponent chooses to use a cliché, you are still able to win them over by twisting the expression as to undermine them (235). Another way to beat your opponent is by making a sentence with a confused word order, of course this can always be edited out loud to appeal to your ethos (235). If your audience is focused on one thing, use new words to distract them and refocus their attention to your benefit of the argument (235). <https://www.youtube.com/watch?v=pMUv6UWkuWw> This video provides examples of how to create your own words. Although she is not informing the audience of how this can be beneficial in arguments, you must first know how to create those new words in order to use them for arguing.

Journal Entry Ch. 20 & 22

Takeaway on the concept of “tropes”: Tropes are used in order to change the meaning of things to make your opponent and audience think in a different way (236). There are four major tropes that Heinrichs reviews; metonymy, synecdoche, hyperbole, and profanity (249). Metonymy is making something stand for something else (238). An imitation can stand for the act that was actually performed (238). A container can stand for the object inside of it (239). Many of the senses can be used to represent another thing with metonymies (240). In order to create your own metonymy, you must take an object, personality trait, action, or material from the thing you are going to represent (240). To point out metonymies that others are using, look for phrases that don’t make sense logically (242). Synecdoche “takes an individual and makes it represent a group, or vice versa,” (242 para. 3). These can be dangerous because it is often how groups of people become labeled (243). Synecdoche is closely related to metonymy and often overlap (243). Hyperbole is a form of extreme exaggeration (244). It is often used to implement humor and can show possibilities of things that COULD happen (245). https://www.youtube.com/watch?v=z_ODYCs9CS4 This video presents examples of hyperbole being used in Disney movies. Profanity was originally viewed as a request in which you would hope things go well for yourself meaning you also hope they end horribly for your opponent (246). “The curse transforms its victim in our minds,” (247 para. 3). A word can only be

considered a curse if the transformation takes place, otherwise it holds its literal meaning (248). Tropes can help transform the way your audience is thinking.

Takeaway on the concept of “identity”: If people are able to identify with your ideas, they become a belief and value that the group has in common (266). Using the identity strategy, irony, and code inoculation, an idea can easily be turned into a belief (266, 267). Establishing identity is important to an argument because it allows your audience to connect with you. The identity strategy is often used in advertising because the main topic consists of what the audience values (260, 261). If you are looking for a car, the car is the thing you value and the car salesman uses that value as a way to gain the upper-hand on his argument to convince you to buy it. Irony is when you have an underlying message that the out-group of your audience will not recognize (264). When few people understand the underlying message, you know that you have used irony correctly and that it worked well (264). If you must explain the message, then irony has not been used in a meaningful way (265). Lastly, using code inoculation is when there is a group of words that you value, you are able to recognize them so that you are aware when your opponent is using them against you (266).

Journal Entry Ch. 25 & 28

Takeaway on the concept of “using the right medium”: How one relays a message is called the medium (291). The medium can consist of television, phone calls, advertisements, videos, news paper op-eds, social media, and more. According to Heinrichs, many things should be considered in order to determine the best medium to convey your message. Timing is extremely important because bad timing may cause your argument to be ineffective and harmful to yourself such as your career (292). It is also important to consider a combination of ethos, pathos, and logos appeals because certain mediums present one appeal more than others (292). The last recommendation is to consider gestures that you will make because your audience will pay attention to small details (292). Heinrichs also mentions that the five senses have their own persuasive qualities (293). It is important to recognize this so that you are able to use multiple senses through your medium so that your audience may be persuaded in your favor (293). One medium that portrays all of the appeals and applies to the majority of the senses is musical productions (298). Ethos applies to the story, the lyrics of the songs apply to the logos appeal, and the music pulls in pathos appeals (298).

Takeaway on the concept of “writing a persuasive essay”: Montaigne says that the most persuasive essay that one can write is a personal essay (334). The personal essay may talk about your own experience however, it is more focused on humanity (334). When you provide an example of your own experience, you are offering a lesson to the rest of society so that they can learn from your experience (335). <https://www.youtube.com/watch?v=sAQfzHBpRsc> This video has an overall message that was provided with a personal experience. “Montaigne helped invent humanism, the belief that people could get together and improve society on their own,” (335, para. 2). This is important because it would not be possible without others sharing their own experiences. In order to effectively do this, you must present decorum in that you fit in with your audience (336). In order to write persuasive essays, Heinrichs suggest beginning

your essay with the topic so that your audience is not confused and searching for what the essay is about (337). Next, you should “give your theme a twist” so that it is not boring and the audience stays engaged (337, para. 9). Finally, you should “try an epiphany” and “show your flaws” (338, para. 2 & 3). All of these things appeal to your credibility of your essay. In order to persuade your audience with emotion, Heinrichs suggests using a narrative arc to provide the audience with your personal experience (339). Narrative arc is going out of your comfort zone in order to accomplish something (347). To provide a logos appeal in writing a persuasive essay, influence your audience by using the beliefs that are already instilled in them (340). Show your audience that you are working in their favor rather than your own (340).