Chapter 20 is about how to change your reality. It talks about how you can use tropes to transfer your audience into an alternative universe of your own creation. Heinrichs says on page 236 that you can even do this without realizing that you are in the middle of doing it. He points out that Metonymy, the sharing trope, and the synecdoche, the pretend trope, are the most powerful to use and focuses on them the most. Using tropes introduce drama to dull matters that you could not otherwise provoked. In terms of metonymy there are multiple ways you can use this in everyday life. Heinrichs mentions nine different ways you can do this, one of those being liquid courage. By saying that the drink is courage, not that it is giving you courage is use of metonymy. I think this is something that does happen more often then we notice, and by seeing it and using it more often, we can more easily win arguments.

Chapter 22 is about making your audience identify with your choice. Heinrichs says how code grooming is essential to making your audience identify with your choice. You need to balance the disadvantages and the main points that will help you win. By mixing in pathos and ethos you are building up your argument and helping persuade your audience, while logos often times can be a distraction. When trying to get your audience to identify with your choice, you need to speak the language of your audience. You can also do this by using irony and speaking in a hidden language to bond with your audience. Heinrichs makes a point to says not to use it in the office because using irony is not useful when you are using it with people who have different levels of power.