In chapter nine, Heinrichs talks about how you need to control your mood, specifically your emotions. On page 88 he says, “when you argue emotionally, speak simply.” He talks about how the four-letter words can be the most emotional words, and I think that is very accurate. When emotionally arguing you oftentimes say things out of heat and in the moment and that can cause more damage then you anticipate. Using those four-letter words is particularly more emotional since they can be very direct and to the point, which could not even be your point.



If you are getting emotional during an argument, then the best thing to do is to take a step back and using simple language so you do not over react and say things out of line. When you get emotional, you can say things you do not mean and then the argument can intensify and grow.

During chapter 11, Heinrichs talks about a concept called the commonplace. He describes it on page 112 as “a viewpoint your audience holds in common.” By using this you can use it as a jumping-off point for your argument and then that can be to your advantage. Heinrichs goes on to talk about the history of the term and the rhetorical definition of the word. People used to use it as a way to express political beliefs, practical manners, commonsense and public opinion. I think commonplace is useful since if you want somebody to agree with you on a subject, building on a commonplace would be useful and would incline people to agree with you better since you guys already agree on something.

Heinrichs talks about how to persuade somebody on your own terms in chapter 12. On page 131 he mentions how you need to take your stance and how influential that can be. He talks about how lawyers and political strategists use this method to win arguments and get their way. He uses it as a way to get the terms and issues to stack in your favor. He says that facts and definitions are what leads to your stance. While it was designed for defensive purposes it ca be used offensively as well. I think this is a very strong tactic to use. By taking your stance off of things that are facts, your argument will be firmer and will be able to withhold better and help you get people to agree with you and take your side.

This quote shows that you should always take your stance no matter how many times you must do that.