**Journal Entry, Chapters 4,5,6:**

In chapter 4 the text states that Aristotle claims the big three are Logos, Ethos, and Pathos. These are forms of arguments: argument my character (ethos), argument by logic (logos), and argument by emotion (pathos) (pg 39-40.) These three forms of argument appeal to the brain guts, and heart of your audience (40.) Aristotle says that there is a flip side to all arguments, concession is the art of using their argument to strengthen your own, by noting their emotions and changing the mood. The text uses an argument between a husband and wife, where she claims they never go on dates anymore. He changes the mood by saying, “that’s because I want you all to myself, but I have been wanting to ask if you wanted to try the new restaurant in town” (42.) Instead of arguing he appeals to her emotions.

Chapter 5 discusses the idea of decorum, which is Latin for fit or suitable. This makes the author of the argument seem more elite, projecting a  “do as I say and do” impression upon the audience (47.) The idea is to earn your audiences love and follow their rules. The text says that it is not about truth, but choices. You must make the audience feel comfortable with you in order to win them over. The author uses the saying, “when in Rome do as the Romans do” (49.)  This approach makes it seem as if the playing field has been leveled between you and your audience, helping you gain their trust. Often language must change based on the audience, a vice president of company would talk differently to a CEO than he or she would to the general workers. This rule is often used in politics or in business in the way that professionals are expected to dress, act, and talk. Cicero said you earn your audiences love through decorum and it should be the first tactic to be used (56.)

Chapter 6 is all about how to make the audience listen. The three main goals should be that the audience is receptive, attentive, and likes and trusts you (57.) This is using the ethos technique. An example given uses Abraham Lincoln and the Emancipation Proclamation, by arguing that he had to win racist over in order to gain their trust, by appealing to their emotions. Aristotle found the three essential qualities to ethos are: virtue or cause, practical wisdom or craft, and disinterest. This means that audience should believe you share their values, that you know what to do in every situation, and in the case of disinterest, a lack of bias. You should appear to care solely about the audience's interests rather than your own (57.)

**Journal Entry, Chapters 13,14,16:**

Chapter 13 states that the basic tools of logos deduction, enthymeme, induction, and fact, comparison, story. Deduction is useful because it applies general principles to a particular matter. It uses a commonplace, which was also discussed in chapter 11, to come to a conclusion. Enthymeme is described as a logical sandwich, using deductive reasoning (148). An example of enthymeme would be we should buy the 10 for $10 canned beans, because it's better to buy in bulk! This tool uses a commonplace to it’s advantage as well. Next there is induction, which is an argument by example. This type of argument uses a circumstance to create a belief. Fact, comparison, and story and just three times of examples to use in inductive logic. Facts can be proven true, comparison is showing the similarities and differences between two things, and a story is vivid way to explain something. Stories can be used in inductive logic to create a commonplace, by sharing an anecdote that makes something seem more common than it is.

Chapter 14 states that there are seven deadly logical sins, one of which is “the bad example”.  One of the biggest mistake individuals can make is a “hasty generalization”. A real life example of this would be for a boss to assume that a intern from Longwood University should be picked over another college because the last Longwood intern did a good job. The boss could say something like this, “That intern from Longwood was great, we need another Lancer!” (169)

Chapter 16 states that individuals should look for disconnects as a rhetorical defense This means the individual should look for a disconnect between their needs and yours (191).  An example of this would be a mom going car shopping for fathers day, the sales person could take advantage of her emotions by leading her to buy something expensive because it would “make dad happy.” The salesman would build a temporary relationship based on mom’s emotions to get not only what his customer wants, but what he wants as well- commission.

**Journal Entry, Chapter 23:**

Chapter 23 discusses the idea of “recovering from a screw up”.  A way to redeem yourself after messing up in an argument is switching the focus to the future (270). For example, if a house full of college students runs out of dish soap, instead of the roommates arguing about it they could switch the focus to the future. Instead of blaming each other, they could say, “how can we keep this from happening in the future” and implement a plan. Another way to react after a screw up is to not get angry. Anger comes from belittlement (272.) So in order to not belittle your audience you must admit your guilt. for example, in an argument with your spouse or significant other you should admit you are guilty in order to make them feel as if you care so they will get angry with you and lash out (272.)

**Journal Entry, Chapters 25 and 28:**

Chapter 25 states that each medium can uses senses to have persuasive qualities. These qualities are: sound, smell, sight, touch, and taste (293). The author discusses the idea that just as pathos beats logos, sight beats sounds. This is because the audience can see first hand what is going on. A good example of this would be during war times when new stations have reporters on the ground in combat areas. The Vietnam war was the first to be publicized in that way and because of that sense of sight and sound that the audience got to experience about how war for the first time, the soldiers were ridiculed. When men got back from Vietnam they were spit on and yelled at because people had not realized how gruesome war was. This is an example of how persuasive the type of medium can be, because in the past many people had only read about war. The book discusses the idea that sight is using pathos, however, it becomes logical when it is looking at words on the page (293). I believe that the source of medium used has a large impact on the audiences reaction.

Attached is a children’s video explaining the 5 senses and their purpose. These 5 senses affect how people view sources from different types of mediums.

<https://www.youtube.com/watch?v=vXXiyIGqliE>

Chapter 28 discusses the idea of writing a persuasive essay. The author states using ethos is the most effective method (334). This is because you are building a relationship with the audience and they begin to like you, so in the end it is easier to convince them. The things that are most important in doing this are: setting your topic right away, giving the theme a twist, try an epiphany, and showing your flaws (338). These things are important in an argument because they help show what you are trying to do and pull in other lessons. Giving your theme a twist helps readers stay engaged because they weren’t expecting one of the solutions you gave in your discussion. An example the book gives is saying that gratitude can help couple stay married (338).

**Journal Entry, Chapter 29 and Civil Disobedience**

Chapter 29 is all about using the right tools. Jay Heinrichs discusses the idea of having “rhetorical weapons.” Offense is knowing your goals, the audience's values and commonplaces. Then in a specific order the author of the argument will use ethos, pathos, and then logos (360).  This rhetorical weapon can be used as a cheat sheet to sell stuff, or making the audience want what you have badly (349). One way to utilize this to your benefit is to use it to sell yourself, an example of this would be selling yourself to get a promotion. Immediately, you should remind your boss of your good character by using ethos (350). Being on defense means “conceding, then redefining your concession” (360).  Changing the tense to the future is an important part of being on defense because you can change the argument to what you want.

Civil Disobedience by philosopher Henry David Thoreau. Henry David Thoreau argues that individuals should follow their conscious. Thoreau says that even though something or a law might be in the majority rule, it does not mean it is right. It is important for individuals to lead with their conscious (2). He goes on to later talk about laws and how they can be unjust. He says that men should not wait until the majority think to make a change, but they should be ready to make a “provide reform” (5). He also thinks that you should not have to pay a tax if it goes against your conscious.