11 September 2018

1. The class reading gives us a better look at being able to manipulate the mood of the audience, gaining the high ground, and "defining your issue in your favor" (120) to help build a better argument for a rhetorical argument. Heinrichs shows us how to use mood, stating "Emotion comes from experience and expectation-what your audience believes what has happened, or will take place in the future. The more vividly you give the audience the sensation of an experience, the greater emotion you can arouse." (86). Heinrichs also points out that using pathos, the emotional appeal, also requires the persuader to master self-control, and be able to show just enough emotion to sway her audience (87-88). Heinrichs also discusses the idea of gaining the high ground, including finding a commonplace to start as a start of your argument (112). This is seen in many political speeches. Heinrichs states, "A commonplace takes advantage of the way humans process information." (113). An example of this is if you have a friend who is wearing a hat that doesn't look good, you shouldn't say, "Oh that looks terrible" but instead say "I love that style, but I think this might be a better fit." This goes with the idea of controlling the mood because you are showing empathy, but also making a statement. The final part of the reading talked about framing "Find the persuadable audiences commonplaces. Define the issue in the broadcast context. Then deal with the specific problem at hand, using the future tense." (123). The author also says to redefine what your opponent means to go into your favor (126).
2. These are all skills that are necessary when it comes to defending your argument. AN excellent example in society is presidential speeches. If you watch even 10 or 15 minutes of the clip down below, you will see how Donald Trump uses these to better engage his audiences. Trump's speeches generally try to target the blue-collar class, and has been successful, despite not having to truly work. This shows he can and is a master manipulator of the people by using commonplace and targeting at their emotions. (<https://www.youtube.com/watch?v=4iR3K0ZIzVE>)

13 September 2018

1. Commonplaces is using a common idea to influence your audience, who might disagree with you to associate your ideas with their thoughts on the matter. An example of this can be seen with politicians trying to find a way to sway potential voters towards their opinion.
   1. Dorrill Dining Hall- Has food, a place to meet friends, many students find it to be not great, has friendly staff.
2. Are subtitles in anime better than English dubbing?
   1. What are the benefits of Japanese dubbing with English subtitles?
      1. Does it benefit both when it comes to interest in the languages?
      2. Is it the same with other foreign languages?
   2. Who might these two different types appeal to?
      1. Is there anything we should consider when it comes to the two?
         1. Visual and hearing disabilities?
         2. Personal preference?
      2. Who or what else might I consider?
3. Term-changing
   1. Welfare is a problem because everyone is lazy.
      1. Welfare is only a problem for people who don't make an effort to change, which the system was set to do.
   2. Redefinition
      1. Cats are more low maintenance than a dog.
         1. Yes, but dogs show more affection and are there when you need them.
      2. Definition Jujitsu
         1. A gas car is bad for the environment and killing the planet, while electric cars are a greener solution, and the tax breaks are financially helpful.
            * Electric cars better, but the production of them are just as bad for the environment and the tax breaks will not make up for the overall cost of electricity and actual car cost.
         2. Definition Judo-Voting means nothing to those who do not agree with the majority on a topic.
            * Voting is our civic duty and denying ours selves this, destroys any possibility of your opinion being heard.

2 October 2018

1. Chapter 20 discusses the different ways to pull your audience in using things like metaphors, synecdoche, and metonyms, as well as hyperboles and profanities. Heinrichs describes profanity in what I consider one of the best ways "the god-defying trope. Curse words are magic words. They can call down the anger of the gods and raise parent's blood pressure faster than a meal at McDonald's." (237). As someone who swears, a lot, this is amazing to hear "curse words are magic words". They are used to emphasize the emotion of an argument and can have effect. For my video, I chose the classic "Harry Potter Puppet Pals: The Wizard Swear" because it shows how some people react to the "profanity". (<https://youtu.be/TqTHmzMk0Cw>)
2. Chapter 22 talks about different strategies to help have the audience identify with your choice in an argument. Heinrichs discusses identity strategy, "the surest way to commit an audience to an action to get them to identify with it-to see the choice as one that helps define the group." (267). This allows for people to use a "mix of deliberative and demonstrative rhetoric" to get others to see their point. The video I chose for this is a TEDTalk on how cults will use a deliberative and demonstrative rhetoric to get what they want. (<https://youtu.be/NL0uxDscjdo>)

9 October 2018

1. Heinrichs starts off with a quotable sentence, "Not all rhetorical defenses entails off clever people or parrying a character attack." (268). Chapter 23 discusses how to recover from a screw up in your argument. Heinrichs tells us on page 272 don't apologize at all. The importance of this is that apologizing can be little your argument and start to discredit you. He says, "The problem with an apology is that belittles you without enlarging your audience. Belittling yourself fails to unbelievable the victim. That's why I apologies often don't work. They really seem sincere enough or extreme enough." (272). This is important because when you see politicians delivering speeches very rarely do they say sorry especially when trying to argue with what they believe in. If you look at any Trump campaign speech anytime he messed up he never apologized, and therefore did not lose many supporters. Heinrich's in the end on page 279 states "instead express your feelings about not living up to your standards." For my media I chose a very controversial topic that popped up earlier this year, Logan Paul's apology for what happened during his trip to Japan. I think this fits in with the don't rely on an apology idea. When this video came out a lot of people still considered it not to have been a well-thought-out apology and it was insincere. ([Apology Video](https://youtu.be/QwZT7T-TXT0))([What had lead to the So Sorry video](https://youtu.be/oQaUGD-MtsQ))

23 October 2018

1. This chapter discusses the benefits of using the right medium to deliver an argument. The use of sound, smell, sight, touch, and taste have many benefits when presenting an argument and can deliver it to the audience in a variety of ways, such as sight and using images to gain more empathy to an argument. Heinrichs states "Sight leans towards the pathetic, because we tend to believe what we see-and as Aristotle said, what we believe determines how we feel." (293). Sound also plays a big part of the argument, "When the sound is music, pathos takes over." (293). This is relevant with rhetoric seen in ads. One in particular is the Thai commercials and how they use sad stories to advertise a product. One of them is a Pantene commercial in which they use music and a deaf girl playing to invoke emotion and sell their product. (<https://youtu.be/Ect56804xfA>)
2. Chapter 28 gives a guide on how to write a good persuasive essay. One of the key pieces of advice is "Don't Express Yourself". Heinrichs discusses how an essay "isn't your opportunity to get feelings of your chest, or amuse yourself, or imitate your favorite writer." (343). This is important to remember especially when writing a persuasive essay because you want to use facts, character, and empathy (logos, ethos, and pathos) to build a solid argument. Heinrichs does say though that we should build a story leading to an epiphany (343) and that "Instead of lecturing the reader, show yourself making the discovery you want your readers to make with you." (346). These can be used to show whatever you are arguing for as beneficial and good with stories and can also relate to others.