In chapter 25 the main idea is about using the right medium at the appropriate time. If you do this, then world is your oyster. These specific persuasion skills are timing, which persuasion method will they use (ethos, pathos, logos), which gestures help, and how senses can persuade as well. Timing depends on how fast an audience expects a response or how long the messages last. When trying to argue your side what will you use in order to try and sway your opponent. Gestures can be both literally and figuratively. Lastly, senses help lead us in certain directions. Sound is the most rational in regards to spoken voice which is ethos, but if someone is listening to music then pathos’ is being displayed. Next is smell, which is most pathetic because it triggers strong emotional responses. Then sight, which also leans to the pathetic side since we tend to believe what we see. The book says that “what we see determines how we feel. This means that based on how memorable what you are seeing is it will have a last impression that will shape how you see the world. The last two are touch and taste and they are both pathos because they are physically touching something.

In chapter 28 the main points of this chapter were how to help you write a better personal persuasive essay. The tips one needs to do this are: figure out your topic and then make it clear so your reader knows what you will be talking about. entertainment will keep your reader wanting more so make sure to give your theme a twist. Most tend to lecture their audience, but a good way to better your writing is to come across the discovery you want them to make with them. The last tip is to show your flaws. This is to show your reader that you make mistakes and are just as imperfect as the next.

In chapter 29, the author writes about knowing the rhetoric techniques and how to go about using those techniques to combat the agreement. This chapter says that is an argument you should set your goals and your audience’s values then decided whether it is ethos, logos, or pathos. Than you decide if the timing was appropriate (kairos). You start this by selling yourself to your opponent in order to try to achieve to the goal that you are striving for. When speaking focus of future tenses that are plan are going to benefit you. Then you decide between pathos, ethos, logos. if you do not know what to say use defense. This is when you are not sure what you should say so instead redefine and then switch the tense again.

Two main topics that I decided to discuss for this entry are government injustices and how we should make obligations to better it. Henry David Thoreau believes that we would be better if government was in less control and if the citizens actually had a say instead of a majority vote. In his writings he talks about how it is our duty to stand up and speak out against these injustices. During the time he was writing this two pressing issues were going of around his which were slavery and the war with Mexico. He felt that these were huge issues throughout the world and that people were to afraid to speak up. Due to this he wrote the civil disobedience because he wanted to call people to action. Wanting us to behave how one should based on the applied times. One should not get involved in the wrong, but they also should not sit by and wait for others to solve the problem. They need to be willing to do what is right even if that means losing everything you have. Many these days would not agree with that statement and would believe that them benefiting cost more than doing the right and just thing. Thoreau states that one should avoid it at all cost and that it is our duty to rebel.

I felt that a main point in chapter 20 was metonymy and synecdoche. The reason I felt like it held importance was because of how often it can be found in our everyday language, Heinrichs says that “it is that hardest trope, yet the most common-and the most powerful”. Metonymy is classified as a trope that uses one characteristic of the object they are speaking about and then they will use that characteristic to explain that object at whole like when someone has red hair and then they get the nickname “Red”. Another way the book talks about metonymy being used is when someone say “I slammed a Red Bull”. For starters, it is not an actual red bull, but the energy drink. Then, by slammed they mean they drank it at a quick rate. people everyday use metonymy to take short cuts when explaining things or trying to get someone’s attention. It allows us to simplify objects we want to talk about, while getting to the point faster. Next is synecdoche, which is when an individual is taken and made to represent a whole. An example that can be found in the book is “the blue whale is endangered”. It is not only one whale that is endangered but 25,000. Metonymy and synecdoche can be seen as similar that is why so many people confuse them. Jay Heninrichs likes to group them together and call them “belonging tropes” because “they take something that belongs to a thing or individual or group and make it represent the whole shebang”.

The biggest focus of chapter 22 was identity strategy. Identity strategy is when you try to get your audience to identify with a specific thing so that you can classify them under that one thing and relate to them. Politicians, salespeople, and advertisers are known for using this because it is a good way to manipulate us into believing what they say can actually be beneficial to them.

The main topic of chapter 17 is phronesis or in other words practical wisdom. Phronesis is about the persuader showing that they are a reliable source of information and/or advice on a topic of interest or problem someone is experiencing. It’s important for the persuader to show their opponent that not only do they understand the situation, but that they care about helping them also. In the book Thank You for Arguingthe author states that the more you look into the problem, the better the solution you’ll produce while also showing that you care about the topic; if the persuader gives broad and unspecific answers about the topic while not showing much care for the situation then the opponent might feel less inclined to seek their advice or help on future issues that may arise. Another reassuring way to help show that the persuader can be a helpful source is by showing that they can relate to the topic at question from personal experience. This shows that you know possible ways to help that haven’t been tried yet, however it is important to keep in mind that everyone is different and what works for you may not always help others to the same degree.

Chapter 18 talks about how to deal with a bully. A bully is somebody who challenges your emotions and views while attempting to turn your audience’s views against yours. In order to retake your audience’s support on a topic you can challenge your bully with aggressive interest. With aggressive interest you not only challenge the ideals of the bully, you also get insight on their point of view on the topic. This allows you to better combat the bully’s argument and help prove your point. In the book Jay Heinrich uses the example of the border wall between Mexico and the United States. (pg. 211-212) In the example, one party believes that a better wall should be built and that Mexico should pay for it; while the other party doesn’t exactly share the same view, they start to ask questions like “why should we build a wall?”, “isn’t there already a wall built?”, and “Who owns the land the wall is to be built on and how would you acquire the land?”. The main goal in using the aggressive interest strategy isn’t to attack the bully, but to try and show that they haven’t fully comprehended the topic of conversation while also showing that before forming an opinion and taking a stance on a topic, it’s beneficial to do research and approach each stand point with an open mind.

In chapter 19 Heinrich explains that by using more than just basic grammar and word play you can “spice up” your conversations making you sound more intelligent, charming, or sarcastic. By using different figures of speech you can build different dialogs while having conversations, this helps build better understanding of what you’re talking about. For example, with a simile you can compare two completely different objects to each other to build a better understanding of the conversation, an example of this would be “She was as red as a lobster!” this helps the outside party visualize the severity of the sun burn. Another example that is covered in this chapter is the use of coyness. The book gives an example of this as saying “oh you shouldn’t have!” (pg.218). In most cases this is viewed as a good phrase to say when you receive a really nice gift from someone because it shows that you love the gift and are thankful for it but it wasn’t a necessary action. Another good tool to use to help improve your conversations or writings is to build towards a climax. This means lining up key points and facts through out your writings to help build intensity up to the main point of conversation, this keeps your audience captivated and interested in what happens next.

I found the main points of chapter 23 to be the tools uses to fix a screw up. This chapter teaches you about what to do when you are actually in the wrong. Jay Hendericks’ gives us four principles to use so help get the audience back on your side after a mistake. These four are; set your goals, be first with the news, switch to the future, and enhance your ethos. The first one, set goals, is determined by what you want to gain rather than trying to win. You are looking at the bigger picture and are trying to achieve more. The next one is, be the first with the news; this means that be the first to know about your mistake so that you can bring it to the people above you with a way to fix it before someone else catches it and paints you negatively. Then comes, switch to the future; this means that you messed up, but you have a plan to make it better and fix it; you are taking action to change your mistake. Lastly, is enhance your ethos by using practical wisdom, disinterest, and virtue. Use these tools to stop unneeded apologizes that weaken your argument.