

Name: _____

Directions: As you read, answer the questions on the study guide below. This is a lengthy assignment. Doing it the week before school starts will not only be difficult and stressful for you, but it will also drastically lower the quality of your work. Read or write a little bit every week, and you will produce much better work.

Your responses for the study guide must be handwritten!

Introduction

What does the quote before the introduction mean?

Chapter 1 - Open Your Eyes

1. Define rhetoric
2. Know the history of rhetorical study on pages 4-5

Chapter 2 - Set Your Goals

1. What is the difference between fighting and arguing?
2. What does persuasion try to do?
3. What is deliberative argument? (Hint: you'll have to use some context clues to build your definition)
4. Why should you only "concede a point that will not damage your case/argument irreparably"?
5. What are Cicero's 3 goals for persuading people?
6. How does "changing the mood" help your argument?

Chapter 3 - Control the Tense

1. What are the three types of issues established by Aristotle? Why are knowing these important?
2. Why is it important to establish what core issue you are arguing about?
3. How can changing the tense (past, present future) help you be more successful?
4. What is the purpose of forensic, demonstrative, and deliberative rhetoric?
5. What type of rhetoric is the "rhetoric of choice"? Why?

Chapter 4 - Soften Them Up

1. What is argument by logic (logos), character (ethos), and emotion (pathos)?
2. Why is concession the most powerful tool of logos?
3. How does “align[ing] yourself with your listener’s pathos” help you in an argument?

Chapter 5 - Get Them to Like You

1. What components make up your decorum?
2. Why must you change your decorum based on your audience’s expectations?

Chapter 6 - Make Them Listen

1. Identify and define the “three essential qualities of persuasive ethos.”

Chapter 7 - Use Your Craft

1. What is practical wisdom?
2. Why is practical wisdom important to building one’s ethos?

Chapter 8 - Show You Care

1. Why is ethos more important than any other aspect of rhetoric?
2. How can *dubitatio* function in an argument?

Chapter 9 - Control the Mood

1. According to Aristotle, where do emotions come from? Is this an accurate statement? Why?
2. Why is a “detailed narrative” the best way to change the mood of your audience?
3. Understand the statement: “When you argue emotionally, speak simply.”
4. What is the problem with humor?
5. What is unannounced emotion?

Chapter 10 - Turn the Volume Down

1. Why is the passive voice so useful?
2. How might you use the backfire technique in an argument?

Chapter 11 - Gain the High Ground

1. Why must you keep the motivation of your audience in mind when trying to persuade them?
2. What is “rhetorical commonplace?” Explain.

Chapter 12 - Persuade on Your Terms

1. What is the difference between definition/redefinition.
2. Why must you as a “persuader” identify commonplace words?
3. What tense is best when addressing values? Why?

Chapter 13 - Control the Argument

1. What is a syllogism?
2. What is an enthymeme?
3. Know the difference between inductive and deductive logic.
4. What key word easily identifies the proof in an argument?

Chapter 14 - Spot Fallacies

1. What are four questions that can help you determine if there is a fallacy in an argument? How can you use these in everyday life?
 - 1.
 - 2.
 - 3.
 - 4.
2. What are the three identifiers associated with logical fallacies?
3. Understand: The False Comparison, The Bad Example, Ignorance of Proof, Tautology

4. Understand the following devices:

- a. Many questions
- b. False dilemma
- c. Complex cause
- d. The red herring
- e. Straw man
- f. Slippery slope

Chapter 15 - Call a Foul

1. What is the purpose of argument?

2. Explain the Fallacy of Power

3. Explain the Foul: Wrong Tense; Explain the Foul: “The Right Way”

4. Explain *innuendo*, *the threat*, and *utter stupidity*.

Chapter 16 - Know Whom to Trust

1. When in an argument, and ethos is used, what is the first thing to look for to determine if ethos is accurate? How could this be applied to your life?

2. Explain, define, and give an example of “virtue” according to Aristotle.

3. Explain the quote from Aristotle: “There’s virtue in moderation.”

Chapter 17 - Find the Sweet Spot

1. Explain “practical wisdom” or *phronesis*.

2. What is the most important trait of practical wisdom? Why?

3. What are the steps to evaluating ethos?

Chapter 18 - Deal with a Bully

1. How can you personally benefit from a bully?

Chapter 19 - Get Instant Cleverness

1. What are schemes?

2. Define metonymy and synecdoche.

3. Why should one use the *simplest figures of thought* in a serious argument?