**Study Guide/Discussion Questions for *Thank You For Arguing Chapters 1-13***

Some questions will require you to read the marginal text. These questions have an asterisk beside them. Please answer questions on a separate sheet of paper and file questions and answers in your portfolio in the writing lessons section.

.

PREFACE

1. How did John Quincy Adams change Jay Heinrich’s life?

2. According to Heinrich, what is the function of rhetoric beyond its dictionary definition?

INTRODUCTION

Chapter 1: Open Your Eyes

1. What is the author’s purpose? (i.e. What does Jay Heinrich hope to achieve with the publication of this book?)

2. What is Heinrich’s experiment (challenge to himself)? Discuss how the experiment fails.

3. How does Heinrich define **seduction** in terms of rhetorical strategy?

4. Define **chiasmus** and list two examples from the text.

OFFENSE

Chapter 2 – Set Your Goals: Cicero’s Lightbulb

1. What is the purpose of this chapter?

2. What does one do to win a **deliberative argument**, and what is the best possible outcome?

3. What does it mean to “concede”? Why does Heinrich suggest that one practices concession in every argument?

4. What three persuasive steps does Heinrich outline (using a lightbulb as his audience)?

Chapter 3 – Control the Tense: Orphan Annie’s Law

1. Define **personal goal**.

2. Define **audience goals**.

3. What are the three core issues (according to Aristotle)? Why is it necessary to properly categorize an argument?

4. Describe the present-tense, past-tense, and future-tense as rhetorical strategies.

5. What is “Orphan Annie’s Law”?

6. What is “Argument’s Rule Number One”?

Chapter 4 – Soften Them Up: Character, Logic, Emotion

1. What is the purpose of this chapter?

2. What are Aristotle’s three most powerful tools of persuasion?

3. Provide one example of each type of persuasion (you may use examples from the chapter, examples from other reading/experience, or original examples).

Chapter 5 – Get Them to Like You: Eminem’s Rules of Decorum

1. What is the purpose of this chapter?

2. Define **decorum**.

3. How does decorum “follow the audience’s rules”? Give an example from the text.

4. How can doubt be used as a rhetorical device? (The Romans coined this tactic “**aporia**.”) \*

5. Describe Heinrich’s decorum.

Chapter 6 – Make Them Listen: The Lincoln Gambit

1. What is the purpose of this chapter?

2. Name and define the three essential qualities of persuasive ethos according to Aristotle.

3. Define the ethos traits in terms of C3. \*

4. Define and exemplify **litotes**.\*

5. Define **tactical flaw**.

Chapter 7 – Use Your Craft: The Belushi Paradigm

1. What is the purpose of this chapter?

2. Define **practical wisdom**.

3. What are the three tools for getting an audience to trust your decision?

4. Describe the difference between making decisions and enforcing rules.

Chapter 8 – Show You Care Quintilian’s Useful Doubt:

1. What is the purpose of this chapter?

2. Who is Quintilian?

3. Define **the reluctant conclusion**.

4. Define **personal sacrifice**.

5. Define **dubitatio**.

Chapter 9 – Control the Mood: The Aquinas Maneuver

1. What is the purpose of this chapter?

2. Define **pathos**. Discuss the evolution of the term **pathetic**.

3. In what ways is **storytelling** an effective rhetorical device?

4. Pathos depends on what in addition to storytelling?

5. According to Aristotle – who else? – what are some emotions that can “get an audience out of its seats and make it do what you want”?

6. How is **desire/lust** a rhetorical device?

Chapter 10 – Turn the Volume Down: The Scientist’s Lie

1. What is the purpose of this chapter?

2. What is **passive voice**, and how is it a rhetorical device?

3. What is **System One**? **System Two**?

4. Define the tools for calming down an audience (**passive voice**, **comfort**, **humor**, **backfire**)

Chapter 11 – Gain the High Ground: Aristotle’s Favorite Topic

1. What is the purpose of this chapter?

2. What is **the advantageous** in terms of argument?

3. Define **commonplace** in terms of argument.

4. Why is it important to use your audience’s point of view?

Chapter 12 – Persuade on Your Terms: What “Is” Is

1. What is the purpose of this chapter?

2. Name and define the techniques for labeling.

3. Name and define the framing techniques.

4. Define **stance** and the four techniques it entails.

Chapter 13 – Control the Argument: Homer Simpson’s Canons of Logic

1. What is the purpose of this chapter?

2. What is **hyperbole**? Give an example.

3. Explain **enthymeme**.

4. Describe the function of a **premise**.

5. What is **deductive logic** and how does it work?

6. What is **inductive logic** and how does it work?

7. Define **paradigm**. \*