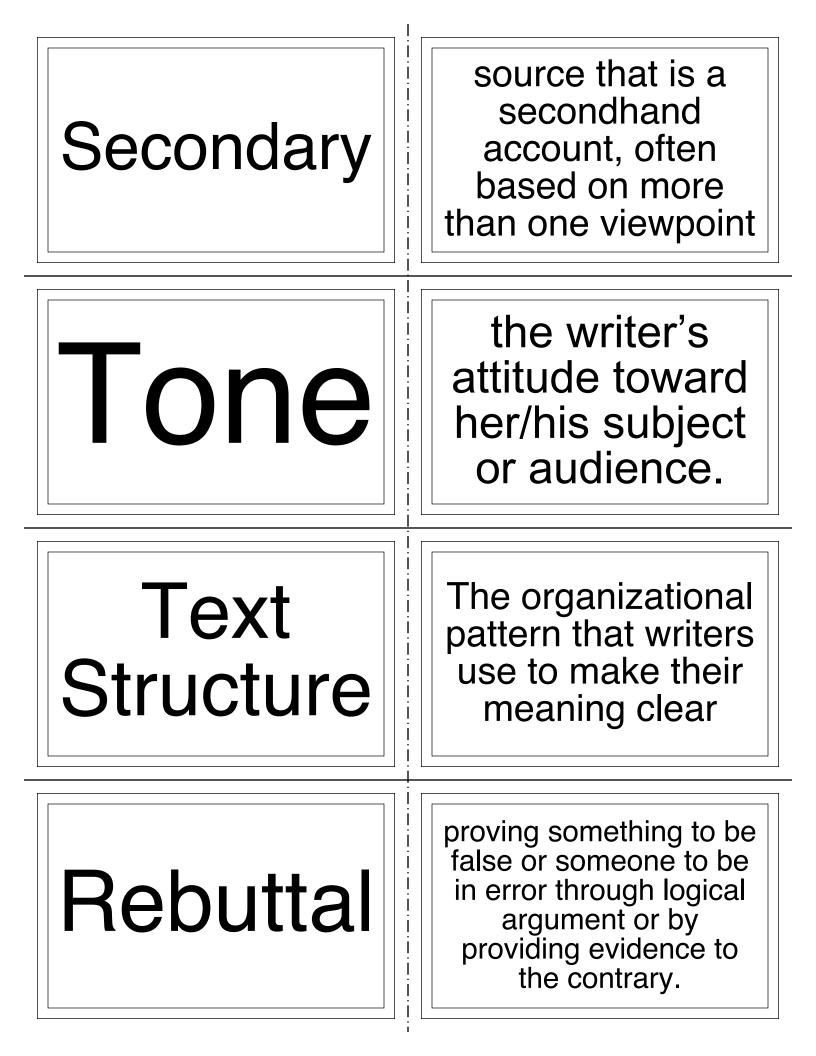


Expert opinions	statements made by a recognized authority on the subject.
logical	appeal speaks to readers' common sense and logic
argument	a series of statements in a text designed to convince the reader of something
emotional	appeal that is aimed at readers' hearts (fear, love, sympathy, pride, etc.).

Denotation	The literal, dictionary definition of a word
Evidence	specific information or proof that supports the reasons/assertions in an argument.
counter-claim or counter-argument	An opinion that challenges the reasoning behind a position and shows that there are grounds for taking the opposite view
Anecdotes	personal examples or observations (stories, for example) that illustrate a point.



Discourse	Orderly thought or procedure; rational conversations
Content Literacy	being literate in a content area.
Name Calling	Using labels to attack a person who holds an opposing view instead of giving reasons or evidence to attack the opposing view itself
Stereotyping	gives all members of a group the same (usually undesirable) characteristics.

Facts	statements that can be proven true (statistics, numerical information, etc.).
Logic	Reasons supported by evidence
Case Studies	examples from scientific research
	The repetition or

Fallacious Reasoning	Faulty reasoning or mistakes in logical thinking
False Cause and Effect	A logical fallacy where one event is said to be the cause of another event just because the two events happened in sequence.
Either/ or Fallacy	A(n) assumes that there are only two possible choices or solutions, even though there may be many.
Hasty Generalization	A logical fallacy consisting of a broad, general statement or conclusion that is made without sufficient evidence.

Begging the Question	circular reasoning, assumes the truth of a statement before it has been proved.
Position	A stated idea or opinion that a writer has about a subject/issue
Analogies	Evidence using comparisons that show similarities between otherwise unrelated facts or ideas
Generalization	a broad statement that applies to or covers many individuals, experiences, situations, observations, or texts.

Commonly Accepted Beliefs	Evidence using specific instances or illustrations of a general idea that most people share
Credibility	A willingness to believe or accept something as true; it is also the ability to inspire that belief or trust.