

Connotation

The meaning, association, or emotion that has come to be attached to a word

Claim

What the writer (or speaker) wants to prove

Primary

A source that is a firsthand account where writers present their own experiences, opinions, and ideas

Elaboration

Adding information, usually in the form of details

**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.

Secondary

source that is a secondhand account, often based on more than one viewpoint

Tone

the writer's attitude toward her/his subject or audience.

Text Structure

The organizational pattern that writers use to make their meaning clear

Rebuttal

proving something to be false or someone to be in error through logical argument or by providing evidence to the contrary.

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

Parallelism

The repetition of
words, phrases, or
sentences in order
to heighten their
emotional effect

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.

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