

1. What the writer (or speaker) wants to prove is called the **CLAIM/ ASSERTION / POSITION**
2. **DISCOURSE** is orderly thought or procedure; rational conversations.
3. The literal, dictionary definition of a word is called its **DENOTATION**
4. The meaning, association, or emotion that has come to be attached to a word is its **CONNOTATION**
5. **CREDIBILITY** is a willingness to believe or accept something as true; the ability to inspire belief or trust.
6. A series of statements in a text designed to convince the reader of something is **ARGUMENT**
7. **AUTHOR'S INTENT or PURPOSE** determines which mix of logical and emotional appeals is appropriate.
8. An opinion that challenges the reasoning behind a position (in other words, the opposite view) is called a

COUNTER-ARGUMENT or COUNTER-CLAIM.

PERSUADE ME 1

1. What the writer (or speaker) wants to prove is called the _____.
2. Any organizational patterns that writers use to make their meaning clear are called _____.
Some examples are *chronological order*, *cause and effect*, and *question-answer*.
3. The literal, dictionary definition of a word is called its _____.
4. The meaning, association, or emotion that has come to be attached to a word is its _____.
5. _____ is a willingness to believe or accept something as true; the ability to inspire belief or trust.
6. The repetition of words, phrases, or sentences in order to heighten their emotional effect is _____.
7. A _____ source is a secondhand account, often based on more than one viewpoint.
8. A series of statements in a text designed to convince the reader of something is called _____.
9. _____ is specific information or proof that supports the reasons/assertions in an argument.
10. An _____ appeal is aimed at readers' hearts (fear, love, sympathy, pride, etc.)
11. A _____ appeal speaks to readers' common sense and logic.
12. An opinion that challenges the reasoning behind a position (in other words, the opposite view) is called a _____.
13. _____ is a logical fallacy where one event is said to be the cause of another event just because the two events happened in sequence.
14. A _____ source is a firsthand account where writers present their own experiences, opinions, and ideas.
15. _____ is orderly thought or procedure; rational conversations.
16. A stated idea or opinion that a writer has about a subject/issue is the writer's _____.
17. _____ is the writer's attitude toward her/his subject or audience.
18. _____ are personal examples or observations (stories, for example) that illustrate a point.

19. Faulty reasoning or mistakes in logical thinking is called _____.
20. _____ are examples from scientific research.
21. _____ is logical argument or evidence to the contrary (supporting the opposing view).
22. _____ are statements made by a recognized authority on the subject.
23. _____ are statements that can be proven true (statistics, numerical information, etc.)
24. _____, also called circular reasoning, assumes the truth of a statement before it has been proved.
25. _____ uses labels to attack a person who holds an opposing view (instead of giving reasons or evidence).
26. A(n) _____ assumes that there are only two possible choices or solutions, even though there may be many.
27. Evidence using comparisons that show similarities between otherwise unrelated facts or ideas are called _____.
- For example: Word is to sentence as page is to book
28. _____ is a logical fallacy consisting of a broad, general statement or conclusion that is made without sufficient evidence.
29. Evidence using specific instances or illustrations of a general idea that most people share is _____.
30. _____ is a broad statement that applies to or covers many individuals, experiences, situations, observations or texts.
31. Reasons supported by evidence is called _____.
32. _____ is adding information.
33. A logical fallacy that gives all members of a group the same (usually undesirable) characteristics is _____.

PERSUADE ME 2

1. _____ is a logical fallacy where one event is said to be the cause of another event just because the two events happened in sequence.
2. An opinion that challenges the reasoning behind a position (in other words, the opposite view) is called a _____.
3. The literal, dictionary definition of a word is called its _____.
4. Any organizational patterns that writers use to make their meaning clear are called _____.
*Some examples are *chronological order*, *cause and effect*, and *question-answer*.
5. A logical fallacy that gives all members of a group the same (usually undesirable) characteristics is _____.
6. Reasons supported by evidence is called _____.
7. Evidence using comparisons that show similarities between otherwise unrelated facts or ideas are called _____.
For example: Word is to sentence as page is to book
8. ____ is a willingness to believe or accept something as true; the ability to inspire belief or trust.
9. _____ are examples from scientific research.
10. A _____ source is a secondhand account, often based on more than one viewpoint.
11. A series of statements in a text designed to convince the reader of something is called _____.
12. _____ is specific information or proof that supports the reasons/assertions in an argument.
13. An _____ appeal is aimed at readers' hearts (fear, love, sympathy, pride, etc.)
14. _____ are statements that can be proven true (statistics, numerical information, etc.)
15. The repetition of words, phrases, or sentences in order to heighten their emotional effect is _____.
16. What the writer (or speaker) wants to prove is called the _____.
17. Faulty reasoning or mistakes in logical thinking is called _____.

18. A _____ source is a firsthand account where writers present their own experiences, opinions, and ideas.
19. _____ is orderly thought or procedure; rational conversations.
20. A stated idea or opinion that a writer has about a subject/issue is the writer's _____.
21. _____ is the writer's attitude toward her/his subject or audience.
22. _____ are personal examples or observations (stories, for example) that illustrate a point.
23. _____ is logical argument or evidence to the contrary (supporting the opposing view).
24. Evidence using specific instances or illustrations of a general idea that most people share is _____.
25. A _____ appeal speaks to readers' common sense and logic.
26. _____, also called circular reasoning, assumes the truth of a statement before it has been proved.
27. _____ uses labels to attack a person who holds an opposing view (instead of giving reasons or evidence).
28. A(n) _____ assumes that there are only two possible choices or solutions, even though there may be many.
29. _____ is a logical fallacy consisting of a broad, general statement or conclusion that is made without sufficient evidence.
30. _____ is a broad statement that applies to or covers many individuals, experiences, situations, observations or texts.
31. The meaning, association, or emotion that has come to be attached to a word is its _____.
32. _____ is adding information.
33. _____ are statements made by a recognized authority on the subject.

PERSUADE ME 2.0

1. _____ is orderly thought or procedure; rational conversations.
2. _____ is a logical fallacy where one event is said to be the cause of another event just because the two events happened in sequence.
3. A _____ source is a firsthand account where writers present their own experiences, opinions, and ideas.
4. An opinion that challenges the reasoning behind a position (in other words, the opposite view) is called a _____.
5. _____ is specific information or proof that supports the reasons/assertions in an argument.
6. A logical fallacy that gives all members of a group the same (usually undesirable) characteristics is _____.
7. Reasons supported by evidence is called _____.
8. Evidence using comparisons that show similarities between otherwise unrelated facts or ideas are called _____.
For example: Word is to sentence as page is to book
9. _____ is a willingness to believe or accept something as true; the ability to inspire belief or trust.
10. _____ are examples from scientific research.
11. A _____ source is a secondhand account, often based on more than one viewpoint.
12. A series of statements in a text designed to convince the reader of something is called _____.
13. _____ are statements made by a recognized authority on the subject.
14. An _____ appeal is aimed at readers' hearts (fear, love, sympathy, pride, etc.)
15. _____ are statements that can be proven true (statistics, numerical information, etc.)
16. The repetition of words, phrases, or sentences in order to heighten their emotional effect is _____.

17. What the writer (or speaker) wants to prove is called the _____.
18. Faulty reasoning or mistakes in logical thinking is called _____.
19. The literal, dictionary definition of a word is called its _____.
20. Any organizational patterns that writers use to make their meaning clear are called _____.
*Some examples are *chronological order*, *cause and effect*, and *question-answer*.
21. _____ uses labels to attack a person who holds an opposing view (instead of giving reasons or evidence).
22. A stated idea or opinion that a writer has about a subject/issue is the writer's _____.
23. _____ is the writer's attitude toward her/his subject or audience.
24. _____ are personal examples or observations (stories, for example) that illustrate a point.
25. _____ is logical argument or evidence to the contrary (supporting the opposing view).
26. Evidence using specific instances or illustrations of a general idea that most people share is _____.
27. A _____ appeal speaks to readers' common sense and logic.
28. _____, also called circular reasoning, assumes the truth of a statement before it has been proved.
29. A(n) _____ assumes that there are only two possible choices or solutions, even though there may be many.
30. _____ is a logical fallacy consisting of a broad, general statement or conclusion that is made without sufficient evidence.
31. _____ is a broad statement that applies to or covers many individuals, experiences, situations, observations or texts.
32. The meaning, association, or emotion that has come to be attached to a word is its _____.
33. _____ is adding information.

***PERSUADE* ME 2.1/3.1**

1. _____, also called circular reasoning, assumes the truth of a statement before it has been proved.
2. _____ is specific information or proof that supports the reasons/assertions in an argument.
3. _____ is orderly thought or procedure; rational conversations.
4. _____ is a logical fallacy where one event is said to be the cause of another event just because the two events happened in sequence.
5. A _____ source is a firsthand account where writers present their own experiences, opinions, and ideas.
6. An opinion that challenges the reasoning behind a position (in other words, the opposite view) is called a _____.
7. A _____ appeal speaks to readers' common sense and logic.
8. A(n) _____ assumes that there are only two possible choices or solutions, even though there may be many.
9. The meaning, association, or emotion that has come to be attached to a word is its _____.
10. A logical fallacy that gives all members of a group the same (usually undesirable) characteristics is _____.
11. Reasons supported by evidence is called _____.
12. Evidence using comparisons that show similarities between otherwise unrelated facts or ideas are called _____.
For example: Word is to sentence as page is to book
13. ___ is a willingness to believe or accept something as true; the ability to inspire belief or trust.
14. _____ are examples from scientific research.
15. A _____ source is a secondhand account, often based on more than one viewpoint.

16. A series of statements in a text designed to convince the reader of something is called _____.
17. _____ are statements made by a recognized authority on the subject.
18. An _____ appeal is aimed at readers' hearts (fear, love, sympathy, pride, etc.)
19. _____ are statements that can be proven true (statistics, numerical information, etc.)
20. The repetition of words, phrases, or sentences in order to heighten their emotional effect is ____.
21. What the writer (or speaker) wants to prove is called the _____.
22. Faulty reasoning or mistakes in logical thinking is called _____.
23. The literal, dictionary definition of a word is called its _____.
24. Any organizational patterns that writers use to make their meaning clear are called _____.
*Some examples are *chronological order*, *cause and effect*, and *question-answer*.
25. _____ uses labels to attack a person who holds an opposing view (instead of giving reasons or evidence).
26. A stated idea or opinion that a writer has about a subject/issue is the writer's _____.
27. _____ is the writer's attitude toward her/his subject or audience.
28. _____ are personal examples or observations (stories, for example) that illustrate a point.
29. _____ is logical argument or evidence to the contrary (supporting the opposing view).
30. Evidence using specific instances or illustrations of a general idea that most people share is ____.
31. _____ is a logical fallacy consisting of a broad, general statement or conclusion that is made without sufficient evidence.
32. _____ is a broad statement that applies to or covers many individuals, experiences, situations, observations or texts.
33. _____ is adding information.

PERSUADE ME 2.2

1. Evidence using comparisons that show similarities between otherwise unrelated facts or ideas are called _____.
For example: Word is to sentence as page is to book
2. _____ is a willingness to believe or accept something as true; the ability to inspire belief or trust.
3. _____, also called circular reasoning, assumes the truth of a statement before it has been proved.
4. _____ is specific information or proof that supports the reasons/assertions in an argument.
5. _____ is orderly thought or procedure; rational conversations.
6. _____ is a logical fallacy where one event is said to be the cause of another event just because the two events happened in sequence.
7. A _____ source is a firsthand account where writers present their own experiences, opinions, and ideas.
8. An opinion that challenges the reasoning behind a position (in other words, the opposite view) is called a _____.
9. _____ is the writer's attitude toward her/his subject or audience.
10. A(n) _____ assumes that there are only two possible choices or solutions, even though there may be many.
11. The meaning, association, or emotion that has come to be attached to a word is its _____.
12. A logical fallacy that gives all members of a group the same (usually undesirable) characteristics is _____.
13. Reasons supported by evidence is called _____.
14. _____ is adding information.
15. _____ are examples from scientific research.

16. A _____ source is a secondhand account, often based on more than one viewpoint.
17. A series of statements in a text designed to convince the reader of something is called _____.
18. _____ are statements made by a recognized authority on the subject.
19. A _____ appeal speaks to readers' common sense and logic.
20. An _____ appeal is aimed at readers' hearts (fear, love, sympathy, pride, etc.)
21. _____ are statements that can be proven true (statistics, numerical information, etc.)
22. The repetition of words, phrases, or sentences in order to heighten their emotional effect is _____.
23. What the writer (or speaker) wants to prove is called the _____.
24. Faulty reasoning or mistakes in logical thinking is called _____.
25. The literal, dictionary definition of a word is called its _____.
26. Any organizational patterns that writers use to make their meaning clear are called _____.
*Some examples are *chronological order*, *cause and effect*, and *question-answer*.
27. _____ uses labels to attack a person who holds an opposing view (instead of giving reasons or evidence).
28. A stated idea or opinion that a writer has about a subject/issue is the writer's _____.
29. _____ are personal examples or observations (stories, for example) that illustrate a point.
30. _____ is logical argument or evidence to the contrary (supporting the opposing view).
31. Evidence using specific instances or illustrations of a general idea that most people share is _____.
32. _____ is a logical fallacy consisting of a broad, general statement or conclusion that is made without sufficient evidence.
33. _____ is a broad statement that applies to or covers many individuals, experiences, situations, observations or texts.

PERSUADE ME 3

1. What the writer (or speaker) wants to prove is called the _____.
2. A series of statements in a text designed to convince the reader of something is called _____.
3. _____ is specific information or proof that supports the reasons/assertions in an argument.
4. _____ are personal examples or observations (stories, for example) that illustrate a point.
5. Evidence using comparisons that show similarities between otherwise unrelated facts or ideas are called _____.
For example: Word is to sentence as page is to book
6. _____ are examples from scientific research.
7. _____ are statements made by a recognized authority on the subject.
8. Evidence using specific instances or illustrations of a general idea that most people share is ____.
9. _____ are statements that can be proven true (statistics, numerical information, etc.)
10. _____ is a broad statement that applies to or covers many individuals, experiences, situations, observations or texts.
11. _____ is the writer's attitude toward her/his subject or audience.
12. ____ is a willingness to believe or accept something as true; the ability to inspire belief or trust.
13. Faulty reasoning or mistakes in logical thinking is called _____.
14. _____, also called circular reasoning, assumes the truth of a statement before it has been proved.
15. _____ is a logical fallacy where one event is said to be the cause of another event just because the two events happened in sequence.
16. A logical fallacy that gives all members of a group the same (usually undesirable) characteristics is _____.

17. A(n) _____ assumes that there are only two possible choices or solutions, even though there may be many.
18. _____ uses labels to attack a person who holds an opposing view (instead of giving reasons or evidence).
19. _____ is a logical fallacy consisting of a broad, general statement or conclusion that is made without sufficient evidence.
20. _____ is orderly thought or procedure; rational conversations.
21. A _____ source is a firsthand account where writers present their own experiences, opinions, and ideas.
22. An opinion that challenges the reasoning behind a position (in other words, the opposite view) is called a _____.
23. The meaning, association, or emotion that has come to be attached to a word is its _____.
24. Reasons supported by evidence is called _____.
25. _____ is adding information.
26. A _____ source is a secondhand account, often based on more than one viewpoint.
27. A _____ appeal speaks to readers' common sense and logic.
28. An _____ appeal is aimed at readers' hearts (fear, love, sympathy, pride, etc.)
29. The repetition of words, phrases, or sentences in order to heighten their emotional effect is _____.
30. The literal, dictionary definition of a word is called its _____.
31. Any organizational patterns that writers use to make their meaning clear are called _____.
*Some examples are *chronological order*, *cause and effect*, and *question-answer*.
32. A stated idea or opinion that a writer has about a subject/issue is the writer's _____.
33. _____ is logical argument or evidence to the contrary (supporting the opposing view).

PERSUADE ME 4

1. _____ is logical argument or evidence to the contrary (supporting the opposing view).
2. A stated idea or opinion that a writer has about a subject/issue is the writer's _____.
3. A series of statements in a text designed to convince the reader of something is called _____.
4. A _____ appeal speaks to readers' common sense and logic.
5. _____ is specific information or proof that supports the reasons/assertions in an argument.
6. _____ are personal examples or observations (stories, for example) that illustrate a point.
7. Evidence using comparisons that show similarities between otherwise unrelated facts or ideas are called _____.
For example: Word is to sentence as page is to book
8. _____ are examples from scientific research.
9. _____ are statements made by a recognized authority on the subject.
10. Evidence using specific instances or illustrations of a general idea that most people share is _____.
11. _____ are statements that can be proven true (statistics, numerical information, etc.)
12. _____ is a broad statement that applies to or covers many individuals, experiences, situations, observations or texts.
13. _____ is the writer's attitude toward her/his subject or audience.
14. _____ is a willingness to believe or accept something as true; the ability to inspire belief or trust.
15. Faulty reasoning or mistakes in logical thinking is called _____.
16. _____, also called circular reasoning, assumes the truth of a statement before it has been proved.
17. _____ is a logical fallacy where one event is said to be the cause of another event just because the two events happened in sequence.

18. A logical fallacy that gives all members of a group the same (usually undesirable) characteristics is _____.
19. A(n) _____ assumes that there are only two possible choices or solutions, even though there may be many.
20. _____ uses labels to attack a person who holds an opposing view (instead of giving reasons or evidence).
21. _____ is a logical fallacy consisting of a broad, general statement or conclusion that is made without sufficient evidence.
22. _____ is orderly thought or procedure; rational conversations.
23. A _____ source is a firsthand account where writers present their own experiences, opinions, and ideas.
24. An opinion that challenges the reasoning behind a position (in other words, the opposite view) is called a _____.
25. The meaning, association, or emotion that has come to be attached to a word is its _____.
26. Reasons supported by evidence is called _____.
27. _____ is adding information.
28. A _____ source is a secondhand account, often based on more than one viewpoint.
29. An _____ appeal is aimed at readers' hearts (fear, love, sympathy, pride, etc.)
30. The repetition of words, phrases, or sentences in order to heighten their emotional effect is _____.
31. The literal, dictionary definition of a word is called its _____.
32. Any organizational patterns that writers use to make their meaning clear are called _____.
*Some examples are *chronological order*, *cause and effect*, and *question-answer*.
33. What the writer (or speaker) wants to prove is called the _____.