

My issue/argument:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Use your facts and opinions from last week and organize them into these categories. If you do not have an argument for one of these categories, you may need to add a new argument or adjust one you have.**

1. **Big Names - Important people or experts can make your argument seem more convincing.**

*Ex: Former U.S. president Bill Clinton thinks that junk food should be taken out of vending machines*

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1. **Logos - Facts, numbers, and information can be very convincing.**

*Ex: A Snickers bar has 280 calories and 30 grams of sugar. That’s not very healthy.*

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1. **Pathos - Getting people to feel happy, sad, or angry can help your argument.**

*Ex: Your donation might just get this loving but* ***sad and lonely*** *puppy off the street and into a good home.*

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1. **Ethos - If people believe and trust in you, you’re more likely to persuade them.**

*Ex: Believe me! I’ve been there before. I’m just like you.*

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1. **Kairos - Try to convince your audience that this issue is so important they must act now.**

Ex: This is a one-time offer. You can’t get this price after today.

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1. **Research** - **Using reliable research can help your argument seem convincing.**

*Ex: A recent study found that students who watch TV during the week don’t do as well in school.*

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1. **Bandwagon** – **Taps into peoples desire to belong.**

*Ex: The majority of the school agrees. Everyone is doing it!*

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Arguments against: *(include supporting details)*

Use one of your ‘arguments against’ to fill in the first blank and use one of your arguments from last week (or a new one) to contradict the argument against you point of view.

**4. It could be argued that\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**because\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ but on the other hand**

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