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Thank You for Arguing, Third Edition - Jay Heinrichs ...

In Thank You for Arguing, Jay Heinrichs endeavors to show why the lost art of rhetoric—the study of argument and persuasion—can help people understand the world, help them succeed, and generally improve their lives. In Part One, “Offense,” Heinrichs lays out the basics of arguing. Every argument has three basic steps: first, stimulating the audience’s emotions, second, changing the audience’s opinion, and third, getting the audience to do or choose something.

Thank You for Arguing by Jay Heinrichs Plot Summary ...

Thank You for Arguing is your master class in the art of persuasion, taught by professors ranging from Bart Simpson to Winston Churchill. The time-tested secrets the book discloses include Cicero’s three-step strategy for moving an audience to actionÑas well as Honest Abe’s Shameless Trick of lowering an audience’s expectations by pretending to be unpolished.

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Jay Heinrichs, the author and narrator of the book, likes to use examples from his personal life, especially his family life. By beginning with a banal-seeming example of the power of arguing, Heinrichs tries to establish a connection with his audience (his readers), most of whom, presumably, will be familiar with the kind of low-stakes, everyday arguments that Heinrichs mentions here.

Thank You for Arguing Chapter 1: Open Your Eyes: The ...

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Thank You for Arguing, Third Edition : What Aristotle ...

Thank You for Arguing supports the national Common Core State Standards (CCSS) in Reading, Writing, Speaking/Listening, and Language for high school curricula, which makes it an apt selection for grades 11 and 12 in Language Arts or Literature classes, as well as Advanced Placement® courses in English Language & Composition.

Thank You for Arguing, Third Edition by Jay Heinrichs ...

Thank You for Arguing, Third Edition : What Aristotle, Lincoln, and Homer Simpson Can Teach Us about the Art of Persuasion. by Jay Heinrichs. Overview -. A master class in the art of persuasion, as taught by professors ranging from Bart Simpson to Winston Churchill, newly revised and updated. The time-tested secrets taught in this book include Cicero's three-step strategy for moving an audience to action, and Honest Abe's Shameless Trick for lowering an audience's expectations.

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Thank You for Arguing, Third Edition by Heinrichs, Jay (ebook)

Thank You For Arguing is a book about rhetoric by Jay Heinrichs, a journalist, writer, and publisher whose work specializes in argumentation methods. Structured like a manual, it is littered with references to a diverse cache of historical examples where notable figures including Aristotle, Barack Obama, and the cartoon Homer Simpson employ ...

Thank You For Arguing Summary | SuperSummary

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Thank You For Arguing Is a Master Class In Modern Rhetoric

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