

Name: _____

Annotating – Chapters 1-10

Thank You for Arguing, by Jay Heinrichs

Directions: Read each chapter. Annotate in your book (if possible) as you read. Underline, highlight, write in the margins ... whatever you do to remember things and to find information quickly when we use this book throughout the semester. Additionally, you do not need to complete this assignment on this paper – feel free to use your own so you have the space you need. Each item below contains a place for a chapter summary, list of important words, and one chapter question.

NOTE: If you did not purchase the blue book and instead bought the older edition, some information/chapters may be missing or out of order. For that reason, I refer to the chapters by name, not number.

“Open Your Eyes” summary: _____

Important/new vocabulary: _____

Chapter Question: What are some examples the author provides of “everyday rhetoric”?

“Set Your Goals” summary: _____

Important/new vocabulary: _____

Chapter Question: What are the differences between arguing and fighting? What are the steps of manipulation?

“Orphan Annie’s Law” summary: _____

Important/new vocabulary: _____

Chapter Question: What are the three issues, their three tenses, and their types of rhetoric?

Issue

Tense

Type of Rhetoric

_____	_____	_____
_____	_____	_____
_____	_____	_____

“Soften Them Up” summary: _____

Important/new vocabulary: _____

Chapter Question: Define ethos, pathos, and logos. Identify which part of the body each belongs to. Explain how to use each.

“Get Them to Like You” summary: _____

Important/new vocabulary: _____

Chapter Question: What are four important things to remember about decorum?

“Make Them Listen” summary: _____

Important/new vocabulary: _____

Chapter Question: Choose a famous person in this chapter, explain what type of rhetoric s/he used, and identify what s/he gained because of it.

“Use Your Craft” summary: _____

Important/new vocabulary: _____

Chapter Question: Think of a movie in which the lead actor/hero/whatever had practical wisdom. What was his/her craft, and how did s/he lead by breaking the rules? (I'm thinking of Robin Williams in "Dead Poets Society." His craft was teaching, but he broke all the rules – like making the class rip apart their books.) Now you ...

"Show You Care" summary: _____

Important/new vocabulary: _____

Chapter Question: What is the difference between disinterest and uninterest? Also: Why do people (audiences) love a clumsy speaker?

"Control the Mood" summary: _____

Important/new vocabulary: _____

Chapter Question: Choose one ad on TV and identify two of the tools listed at the end of the chapter that the ad uses and how the ad uses those tools.

“Turn the Volume Down” summary: _____

Important/new vocabulary: _____

Chapter Question: Identify a time when a public official, politician, celebrity, reporter – anybody in the media – used humor incorrectly. Briefly describe the circumstances and the repercussions.
