Poking Holes in Faulty Logic
AP Language and Composition
Mr. Coia

Tues 1/3
Extra-Credit rewrites are Due today
It's an A day, and the essays must be in the Inbox no later than 8:30 am today

Wed 1/4
- Review new unit guide
- Begin 102 Words; review words 1-10
- The basic persuasive question: "Write a carefully reasoned essay in which you defend, challenge, or qualify an author's position as stated in the passage" or "Write a carefully reasoned essay in which you explore the validity of the author's assertion."
- The Three Appeals: Logos, Pathos, Ethos
- Write a persuasive paragraph in all three ways (pick a topic for parents, teachers, business)
- How do restaurants use persuasion to get us to eat there?
- Reading time in Fast Food Nation

HW: FFN reading; create vocab cards 1-30

Fri 1/6
- Rhetorical Devices Match Game (spend 15 minutes per week)
- Begin Logical Fallacies
- Explain Logical Fallacies Project
- Signup for one fallacy
- Explain and discuss "Ad hominim" and "Either/Or"
- Work time on LF Project
- Reading time in Fast Food Nation

HW: FFN reading; paper; Logical Fallacy Project

Tues 1/10
- FFN Introd-p.107 Due
- Reaction Paper #1 Due: 450 words on analyzing Schlosser's argument in this first half of our reading. Use terms and ideas from our study of rhetorical devices.
- Class discussion on the book
- Important people/ideas/history
- Vocab Quiz 1-10 (You'll need cards 1-30 to take the quiz)
- LF Project Presentations 1-4
- Reading time in Fast Food Nation

HW: FFN reading; Reaction #2; Logical Fallacy Project

Thurs 1/12
- FFN 111-148 Due
- Reaction paper #2 due 450 words on your reaction to the reading. How persuasive is he? How does he do it?
- Sharing responses
- LF Project Presentations 5-10
- Reading time in Fast Food Nation

HW: FFN reading; Reaction #3; Logical Fallacy Project

Tues 1/17
- Vocab Quiz 11-20
- Class discussion
- LF Project Presentations 11-19

HW: FFN reading; Reaction #3; Logical Fallacy Project

Thurs 1/19
- FFN 149-224 Due
- Reaction paper #3 due 450 words on your reaction to the reading. Explain how America would react / should react to this information. How do people ignore it?
- LF Project Presentations 20-24
- Begin Super Size Me

Mon 1/23
- Vocab Quiz 11-20 (You'll need cards 1-30 to take the quiz)
- LF Project Presentations (if needed)
- Watch Super Size Me

To Be Announced
Exam date and period:_________________

Exam will cover:
- Fast Food Nation (Your book is your ticket to take the exam. No book = no exam)
- Vocabulary 1-30 (You'll need cards 1-30)
- Logical Fallacies
- Rhetorical Devices
- One AP-style essay
Content Standards for this Unit:

E1b: The student reads and comprehends at least four books (or book equivalents) about one issue or subject, or four books by a single writer, or four books in one genre, and produces evidence of reading that:
Components:
E1b.1: makes and supports warranted and responsible assertions about the texts;
E1b.2: supports assertions with elaborated and convincing evidence;
E1b.3: draws the texts together to compare and contrast themes, characters, and ideas;
E1b.4: makes perceptive and well developed connections;

E2a: The student produces a report that:
Components:
E2a.2: develops a controlling idea that conveys a perspective on the subject;
E2a.3: creates an organizing structure appropriate to purpose, audience, and context;
E2a.4: includes appropriate facts and details;
E2e.4: includes appropriate information and arguments;

E3b: The student participates in group meetings, in which the student:
Component:
E3b.1: displays appropriate turn-taking behaviors;
E3b.2: actively solicits another person’s comment or opinion;
E3b.3: offers own opinion forcefully without dominating;
E3b.4: responds appropriately to comments and questions;
E3b.5: volunteers contributions and responds when directly solicited by teacher or discussion leader;
E3b.6: gives reasons in support of opinions expressed;

E3d: The student makes informed judgments about television, radio, and film productions; that is, the student:
Components:
E3d.2: evaluates the role of the media in focusing attention and in forming opinion;

E3e.2: identifies types of arguments (e.g. causation, authority, analogy, patriotism, emotion, ethics) and identifies types of logical fallacies (e.g. ad hominem, inferring causation from correlation, overgeneralization, faulty syllogism, red herring, begging the question);

E5a: The student responds to non-fiction, fiction, poetry, and drama using interpretive, critical, and evaluative processes; that is, the student:
Components:
E5a.1: makes thematic connections among literary texts, public discourse, and media;
E5a.2: evaluates the impact of authors’ decisions regarding word choice, style, content, and literary elements;
E5a.5: explains the effect of point of view;
E5a.6: makes inferences and draws conclusions about fictional and non-fictional contexts, events, characters, settings, themes, and styles;
E5a.7: interprets the effect of literary devices, such as figurative language, allusion, diction, dialogue, description, symbolism;
E5a.8: evaluates the stance of a writer in shaping the presentation of a subject;
Assignments:

Reaction Papers (60 points)
You will write three reaction papers for our reading of Eric Schlosser’s *Fast Food Nation*. Each will be about 400-500 words.

In each, you will be looking at the arguments Schlosser makes to drive his message. Take special note as to his use of the three appeals, possible logical fallacies, and other rhetorical devices.

This is not a “did-you-like-it?” paper. Those written as such will not receive credit. Rather, you are to analyze the rhetoric of the book. Of course, your paper will prove your work on the reading.

Even though they are not Showcase papers, please use the same format.

Logical Fallacies Project (30 points)

⇒ You will pick a fallacy to work with on this project
⇒ You will define the fallacy in your own words.
⇒ You will write three original examples from the teenager’s point-of-view
⇒ You will create an 8.5 x 11 poster showcasing this information. Include a border, original words, interesting graphics, and a creative layout
⇒ You will present your findings to the class in the form of a short lesson
⇒ Extra credit: If you find and include a comic strip or magazine clipping clearly showing the fallacy, you’ll earn an additional 5 points.

Rhetorical Devices Game

Now it’s your turn to focus on learning these devices. Edie Parrot, another AP Language teacher, has created this excellent tool to help you learn these devices. From now until the test, I expect you to spend 15 minutes per week on this learning tool. Since you need to check my website once per weekend, why not combine the two activities?

Here’s the address: [http://www.quia.com/mc/665605.html](http://www.quia.com/mc/665605.html). I suggest that you bookmark it.

102 Words Every Educated Person Should Know (10-20 points per quiz)
Starting this week, we’ll cover a list of popular SAT words. We’ll learn ten per week. You’ll need to create index cards for each. One one side, the word and the part of speech; on the other, you’ll have the definition (the full one listed) and your original sentence. We’ll have a cumulative quiz on the first class of each week. You’ll need your complete cards as your ticket to ride. This will increase your vocabulary for the SAT, for the AP test, or for simply being an educated human.
Logical Fallacy Project Scoring Guide

Name:_________________________  Date of Presentation:____________
Logical Fallacy:_____________________________________________

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<tr>
<th>Poster</th>
<th>Logical Fallacy is clearly defined with original examples</th>
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<th>Presentation</th>
<th>Student teaches he meaning and content of the fallacy</th>
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<td>Presentation includes appropriate use of voice, eye contact, pace, and gestures</td>
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<td>Conclusion is thoughtful and thought-provoking. Has a clear ending (not &quot;So, yeah. That’s it.&quot;)</td>
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<th>Extra Credit</th>
<th>Presentation included a comic strip / magazine clipping of the fallacy</th>
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Logical Fallacy List
AP Language and Composition
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**Faulty Logic Equals Weak Papers and Weak Arguments**

1) **Ad hominem ("to the man")**- Attacking the individual instead of the argument.
   - **Example**: You are so stupid you argument couldn't possibly be true.
   - **Example**: I figured that you couldn't possibly get it right, so I ignored your comment.
   - **Example**: Dawkins, in his characteristic bluntness, likens people who believe in God to children who believe in Santa Claus.

2) **Appeal to force** - The hearer is told that something bad will happen to him if he does not accept the argument.
   - **Example**: If you don't want to get beat up, you will agree with what I say.
   - **Example**: Convert or die.

3) **Appeal to Ignorance** - this comes in two forms: (1) Not knowing that a certain statement is true is taken to be a proof that it is false. (2) Not knowing that a statement is false is taken to be a proof that it is true. The fallacy occurs in cases where absence of evidence is not good enough evidence of absence. The fallacy uses an unjustified attempt to shift the burden of proof. The fallacy is also called "Argument from Ignorance."
   - **Example**: Nobody has ever proved to me there's a God, so I know there is no God.
   - **Example**: Annie must be a vegetarian; she didn't order the roast beef at the wedding. (Maybe Annie doesn't care for roast beef; maybe she prefers salmon.)

4) **Appeal to Pity** - The hearer is urged to accept the argument based upon an appeal to emotions, sympathy, etc.
   - **Example**: You owe me big time because I really stuck my neck out for you.
   - **Example**: Oh come on, I've been sick. That's why I missed the deadline.
5) **Appeal to the popular (Argumentum ad Populum)** - the hearer is urged to accept a position because a majority of people hold to it.

- **Example**: The majority of people like soda. Therefore, soda is good.
- **Example**: Everyone else is doing it. Why shouldn't you?

**Bandwagon Approach**: “Everybody is doing it.” This *argumentum ad populum* asserts that, since the majority of people believes an argument or chooses a particular course of action, the argument must be true, or the course of action must be followed, or the decision must be the best choice. For instance, “85% of consumers purchase IBM computers rather than Macintosh; all those people can’t be wrong. IBM must make the best computers.” Popular acceptance of any argument does not prove it to be valid, nor does popular use of any product necessarily prove it is the best one. After all, 85% of people may once have thought planet earth was flat, but that majority’s belief didn’t mean the earth really was flat when they believed it! Keep this in mind, and remember that everybody should avoid this type of logical fallacy.

**Patriotic Approach**: "Draping oneself in the flag." This argument asserts that a certain stance is true or correct because it is somehow patriotic, and that those who disagree are unpatriotic. It overlaps with pathos and argumentum ad hominem to a certain extent. The best way to spot it is to look for emotionally charged terms like Americanism, rugged individualism, motherhood, patriotism, godless communism, etc. A true American would never use this approach. And a truly free man will exercise his American right to drink beer, since beer belongs in this great country of ours.

**Snob Approach**: This type of argumentum ad populum doesn’t assert “everybody is doing it,” but rather that “all the best people are doing it.” For instance, “Any true intellectual would recognize the necessity for studying logical fallacies.” The implication is that anyone who fails to recognize the truth of the author’s assertion is not an intellectual, and thus the reader had best recognize that necessity.

6) **Appeal to tradition** - trying to get someone to accept something because it has been done or believed for a long time.

- **Example**: This is the way we’ve always done it. Therefore, it is the right way.
- **Example**: The Catholic church’s tradition demonstrates that this doctrine is true.
- **Example**: Jefferson City has kept its urban growth boundary at six miles for the past thirty years. That has been good enough for thirty years, so why should we change it now? If it ain’t broke, don’t fix it.

7) **Begging the Question** - Assuming the thing to be true that you are trying to prove. It is circular. (also called Circular Argument)

- **Example**: God exists because the Bible says so. The Bible is inspired. Therefore, we know that God exists.
- **Example**: I am a good worker because Frank says so. How can we trust Frank? Simple. I will vouch for him.
8) **Cause and Effect** - assuming that the effect is related to a cause because the events occur together.

- **Example**: When the rooster crows, the sun rises. Therefore, the rooster causes the sun to rise.
- **Example**: When the fuel light goes on in my car, I soon run out of gas. Therefore, the fuel light causes my car to run out of gas.

9) **Division** - assuming that what is true of the whole is true for the parts.

- **Example**: That car is blue. Therefore, its engine is blue.
- **Example**: Your family is weird. That means that you are weird too.

10) **Either/Or Fallacy** (also called "the Black-and-White Fallacy" and "False Dilemma"): This fallacy occurs when a writer builds an argument upon the assumption that there are only two choices or possible outcomes when actually there are several. Outcomes are seldom so simple. This fallacy most frequently appears in connection to sweeping generalizations:

- **Example**: Either we must ban X or the American way of life will collapse.”
- **Example**: We go to war with Canada, or else Canada will eventually grow in population and overwhelm the United States.
- **Example**: Either you drink Burpsy Cola, or you will have no friends and no social life.
- **Example**: Either you must avoid either/or fallacies, or everyone will think you are foolish.
- **Example**: You either did knock the glass over or you did not. Which is it?
- **Example**: Do you still beat your wife?
- **Example**: America: love it or leave it.

11) **Equivocation** - The same term is used in an argument in different places but the word has different meanings.

- **Example**: A bird in the hand is worth two in the bush. Therefore, a bird is worth more than President Bush.
- **Example**: Evolution states that one species can change into another. We see that cars have evolved into different styles. Therefore, since evolution is a fact in cars, it is true in species.

12) **False Analogy** - When reasoning by analogy, the fallacy occurs when the analogy is irrelevant or very weak or when there is a more relevant disanalogy.

- **Example**: The book *Investing for Dummies* really helped me understand my finances better. The book *Chess for Dummies* was written by the same author, was published by the same press, and costs about the same amount, so it would probably help me understand my finances as well.
- **Example**: Just as in time the gentle rain can wear down the tallest mountains, so, in human life, all problems can be solved by patience and quiet persistence.
- **Example**: We shouldn’t put so much effort into adult literacy programs. After all, there is no point crying over spilled milk.
13) **Genetic Fallacy** - The attempt to endorse or disqualify a claim because of the origin or irrelevant history of the claim.

- **Example**: The Nazi regime developed the Volkswagen Beetle. Therefore, you should not buy a VW Beetle because of who started it.
- **Example**: Frank's just got out of jail last year and since it was his idea to start the hardware store, I can't trust him.

14) **Guilt by Association** - Rejecting an argument or claim because the person proposing it likes someone is disliked by another.

- **Example**: Hitler liked dogs. Therefore dogs are bad.
- **Example**: Your friend is a thief. Therefore, I cannot trust you.

15) **Hasty Generalization** - A hasty generalization draws a general rule from a single, atypical case. It is the reverse of a sweeping generalization. A special case is used as the basis of a general rule.

- **Example**: American Bill Gates owns more money than many small countries. Therefore, each American owns more money than many small countries.
- **Example**: Fred, the Australian, stole my wallet. Thus, all Australians are thieves. (Of course, we shouldn't judge all Australians on the basis of one example.)
- **Example**: I asked six of my friends what they thought of the new spending restraints and they agreed it is a good idea. The new restraints are therefore generally popular.
- **Example**: Jana has been to San Diego several times, and the sky was always blue and the temperature ideal. The weather must be perfect in San Diego all the time.
- **Example**: Tina bought a used camera while she was up in Portland, and got a great deal. Portland must be a good place to buy used cameras.
- **Example**: Jim Bakker was an insincere Christian. Therefore all Christians are insincere.
  - **Example**: My parents smoked all their lives and they never got cancer.

16) **Non Sequitur** - Comments or information that do not logically follow from a premise or the conclusion.

- **Example**: We know why it rained today, because I washed my car.
- **Example**: I don't care what you say. We don't need any more bookshelves. As long as the carpet is clean, we are fine.
- **Example**: Giving up our nuclear arsenal in the 1980's weakened the United States' military. Giving up nuclear weaponry also weakened China in the 1990s. For this reason, it is wrong to try to outlaw pistols and rifles in the United States today.
- **Example**: Since Egyptians did so much excavation to construct the pyramids, they were well versed in paleontology.

17) **Poisoning the well** - Presenting negative information about a person before he/she speaks so as to discredit the person's argument.

- **Example**: Frank is pompous, arrogant, and thinks he knows everything. So, let's hear what Frank has to say about the subject.
- **Example**: Don't listen to him because he is a loser.
18) **Post Hoc, Ergo Propter Hoc** ("after this therefore because of this") - An argument from a premise of the form "A preceded B" to a conclusion of the form "A caused B." Simply because one event proceeds another event in time does not mean that the first event is the cause of the second event. This argument resembles a fallacy known as a Hasty Generalization.

- **Example**: Immigration to Alberta from Ontario increased. Soon after, the welfare rolls increased. Therefore, the increased immigration caused the increased welfare rolls.
- **Example**: I took EZ-No-Cold, and two days later, my cold disappeared.

19) **Red Herring** - The introduction of a topic not related to the subject at hand.

- **Example**: I know your car isn't working right. But, if you had gone to the store one day earlier, you'd not be having problems.
- **Example**: I know I forgot to deposit the check into the bank yesterday. But, nothing I do pleases you.
- **Example**: You may claim that the death penalty is an ineffective deterrent against crime -- but what about the victims of crime? How do you think surviving family members feel when they see the man who murdered their son kept in prison at their expense? Is it right that they should pay for their son's murderer to be fed and housed?

20) **Slippery Slope** – In order to show that a position is unacceptable, a sequence of increasingly unacceptable events is shown to follow from that position.

- **Example**: If we pass laws against fully-automatic weapons, then it won't be long before we pass laws on all weapons, and then we will begin to restrict other rights, and finally we will end up living in a communist state. Thus, we should not ban fully-automatic weapons.
- **Example**: You should never gamble. Once you start gambling you find it hard to stop. Soon you are spending all your money on gambling, and eventually you will turn to crime to support your earnings.
- **Example**: If I make an exception for you then I have to make an exception for everyone.

21) **Special Pleading (double standard)** - Applying a different standard to another that is applied to oneself.

- **Example**: You can't possibly understand menopause because you are a man.
- **Example**: Those rules don't apply to me since since I am older than you.

22) **Straw Man Argument** - Producing an argument to attack that is a weaker representation of the truth. It is any lame attempt to "prove" an argument by overstating, exaggerating, or over-simplifying the arguments of the opposing side.

- **Example**: The government doesn't take care of the poor because it doesn't have a tax specifically to support the poor.
- **Example**: We know that evolution is false because we did not evolve from monkeys.
- **Example**: We should have the draft. People don't want to enter the military because they find it an inconvenience. But they should realize that there are more important things than convenience.
23) **Sweeping Generalization** - A sweeping generalization is one in which there seems to be sufficient evidence offered to draw a conclusion, but the conclusion drawn far exceeds what the evidence supports. Applies a special rule to a general case.

- **Example**: The profit margin on HP's printer line has been a steady 25% for two years. We can assume, then, that the profits company-wide have also been 25%.
- **Example**: The poll from Orange County shows the governor winning in a landslide. I guess he will also win across the state just as easily.
- **Example**: “The majority of people in the United States die in hospitals, so stay out of them.”
- **Example**: Men are statistically more aggressive than women. Therefore, I, a male, must be more aggressive than you, a female.

24) **Two Wrongs Make a Right** - When you defend your wrong action as being right because someone previously has acted wrongly, you commit the fallacy called "two wrongs make a right." This is a kind of ad hominem fallacy.

- **Example**: Oops, no paper this morning. Somebody in our apartment building probably stole my newspaper. So, that makes it OK for me to steal one from my neighbor's doormat while nobody is out here in the hallway. Bill has borrowed Jane's expensive pen, but found he didn't return it. He tell's himself that it is okay to keep it, since she would have taken his.
- **Example**: Jane: "Did you hear about those terrorists killing those poor people? That sort of killing is just wrong." Sue: "Those terrorists are justified. After all, their land was taken from them. It is morally right for them to do what they do." Jane: "Even when they blow up busloads of children?" Sue: "Yes."
- **Example**: After leaving a store, Jill notices that she has underpaid by $10. She decides not to return the money to the store because if she had overpaid, they would not have returned the money.
- **Example**: Jill is horrified by the way the state uses capital punishment. Bill says that capital punishment is fine, since those the state kill don't have any qualms about killing others.
Abstract refers to language that describes concepts rather than concrete images (ideas and qualities rather than observable or specific things, people, or places). The observable or “physical” is usually described in concrete language.

Ad Hominem In an argument, this is an attack on the person rather than on the opponent’s ideas. It comes from the Latin meaning “against the man.”

Allegory an extended narrative in prose or verse in which characters, events, and settings represent abstract qualities and in which the writer intends a second meaning to be read beneath the surface of the story; the underlying meaning may be moral, religious, political, social, or satiric.

Alliteration repetition of consonant sounds at the beginning of words that are close to one another: Mickey Mouse; Donald Duck

Allusion a reference to a well-known person, place, or thing from literature, history, etc. Example: Eden

Analogy Comparison of two similar but different things, usually to clarify an action or a relationship, such as comparing the work of a heart to that of a pump. An analogy is a comparison to a directly parallel case.

Anaphora Repetition of a word, phrase, or clause at the beginning of two or more sentences in a row. This is a deliberate form of repetition and helps make the writer’s point more coherent. (Example: “There was the delight I caught in seeing long straight rows. There was the faint, cool kiss of sensuality. There was the vague sense of the infinite....”)

Anecdote a short, simple narrative of an incident; often used for humorous effect or to make a point.

Annotation Explanatory notes added to a text to explain, cite sources, or give bibliographical data.

Antithesis the presentation of two contrasting images. The ideas are balanced by word, phrase, clause, or paragraphs. “To be or not to be...” “Ask not what your country can do for you, ask what you can do for your country....”

Aphorism a short, often witty statement of a principle or a truth about life: “Early bird gets the worm.”

Apostrophe usually in poetry but sometimes in prose; the device of calling out to an imaginary, dead, or absent person or to a place, thing, or personified abstraction

Argumentation writing that attempts to prove the validity of a point of view or an idea by presenting reasoned arguments; persuasive writing is a form of argumentation
Assonance repetition of vowel sounds between different consonants, such as in neigh/fade

Asyndeton Commas used (with no conjunction) to separate a series of words. The parts are emphasized equally when the conjunction is omitted; in addition, the use of commas with no intervening conjunction speeds up the flow of the sentence. Asyndeton takes the form of X, Y, Z as opposed to X, Y, and Z.

Cacophony harsh, awkward, or dissonant sounds used deliberately in poetry or prose; the opposite of euphony.

Caricature descriptive writing that greatly exaggerates a specific feature of a person’s appearance or a faced of personality.

Colloquialism a word or phrase (including slang) used in everyday conversation and informal writing but that is often inappropriate in formal writing (y’all, ain’t)

Coherence quality of a piece of writing in which all the parts contribute to the development of the central idea, theme, or organizing principle

Concrete Language Language that describes specific, observable things, people, or places, rather than ideas or qualities.

Connotation implied or suggested meaning of a word because of its association in the reader’s mind.

Consonance repetition of identical consonant sounds within two or more words in close proximity, as in boost/best; it can also be seen within several compound words, such as fulfill and ping-pong

Conundrum a riddle whose answer is or involves a pun; it may also be a paradox or difficult problem

Deduction the process of moving from a general rule to a specific example

Denotation literal meaning of a word as defined

Description the picturing in words of something or someone through detailed observation of color, motion, sound, taste, smell, and touch; one of the four modes of discourse

Diction word choice, an element of style; Diction creates tone, attitude, and style, as well as meaning. Different types and arrangements of words have significant effects on meaning. An essay written in academic diction would be much less colorful, but perhaps more precise than street slang.

Didactic writing whose purpose is to instruct or to teach. A didactic work is usually formal and focuses on moral or ethical concerns. Didactic writing may be fiction or nonfiction that teaches a specific lesson or moral or provides a model of correct behavior or thinking.

Discourse spoken or written language, including literary works; the four traditionally classified modes of discourse are description, exposition, narration, and persuasion.

Dissonance harsh or grating sounds that do not go together

Dramatic Irony When the reader is aware of an inconsistency between a fictional or nonfictional character’s perception of a situation and the truth of that situation.
Emotional Appeal When a writer appeals to readers’ emotions (often through pathos) to excite and involve them in the argument.

Epigraph the use of a quotation at the beginning of a work that hints at its theme. Hemingway begins The Sun Also Rises with two epigraphs. One of them is “You are all a lost generation” by Gertrude Stein.

Ethical Appeal When a writer tries to persuade the audience to respect and believe him or her based on a presentation of image of self through the text. Reputation is sometimes a factor in ethical appeal, but in all cases the aim is to gain the audience’s confidence.

Euphemism a more acceptable and usually more pleasant way of saying something that might be inappropriate or uncomfortable. “He went to his final reward” is a common euphemism for “he died.” Euphemisms are also often used to obscure the reality of a situation. The military uses “collateral damage” to indicate civilian deaths in a military operation.

Euphony a succession of harmonious sounds used in poetry or prose; the opposite of cacophony

Example An individual instance taken to be representative of a general pattern. Arguing by example is considered reliable if examples are demonstrable true or factual as well as relevant.

Explication The art of interpreting or discovering the meaning of a text. Explication usually involves close reading and special attention to figurative language.

Exposition the immediate revelation to the audience of the setting and other background information necessary for understanding the plot; also, explanation; one of the four modes of discourse

Extended Metaphor a sustained comparison, often referred to as a conceit. The extended metaphor is developed throughout a piece of writing

False Analogy When two cases are not sufficiently parallel to lead readers to accept a claim of connection between them.

Figurative Language language that contains figures of speech, such as similes and metaphors, in order to create associations that are imaginative rather than literal.

Figures of Speech expressions, such as similes, metaphors, and personifications, that make imaginative, rather than literal, comparisons or associations.

Foreshadowing the use of a hint or clue to suggest a larger event that occurs late in the work

Freight-Train Sentence consisting of three or more very short independent clauses joined by conjunctions.

Generalization When a writer bases a claim upon an isolated example or asserts that a claim is certain rather than probable. Sweeping generalizations occur when a writer asserts that a claim applies to all instances instead of some.

Genre a type of literary work, such as a novel or poem; there are also subgenres, such as science fiction
or sonnet, within the larger genres

**Hubris** the excessive pride of ambition that leads a tragic hero to disregard warnings of impending doom, eventually causing his or her downfall.

**Humor** anything that causes laughter or amusement; up until the end of the Renaissance, humor meant a person’s temperament

**Hyperbole** deliberate exaggeration in order to create humor or emphasis (Example: He was so hungry he could have eaten a horse.)

**Image** A word or words, either figurative or literal, used to describe a sensory experience or an object perceived by the sense. An image is always a concrete representation.

**Imagery** words or phrases that use a collection of images to appeal to one or more of the five senses in order to create a mental picture

**Induction** the process that moves from a given series of specifics to a generalization

**Inference** a conclusion one can draw from the presented details

**Interior Monologue** writing that records the conversation that occurs inside a character’s head

**Invective** a verbally abusive attack

**Inversion** reversing the customary (subject first, then verb, then complement) order of elements in a sentence or phrase; it is used effectively in many cases, such as posing a question: “Are you going to the store?” Usually, the element that appears first is emphasized more than the subject.

**Irony** a situation or statement in which the actual outcome or meaning is opposite to what was expected.

**Jargon** The special language of a profession or group. The term jargon usually has pejorative associations, with the implication that jargon is evasive, tedious, and unintelligible to outsiders. The writings of the lawyer and the literary critic are both susceptible to jargon.

**Logic** the process of reasoning

**Logical Fallacy** a mistake in reasoning

**Lyrical** Songlike; characterized by emotions, subjectivity, and imagination.

**Metaphor** a figure of speech in which one thing is referred to as another; for example, “my love is a fragile flower”

**Metonymy** a figure of speech that uses the name of an object, person, or idea to represent something with which it is associated, such as using “the crown” to refer to a monarch; Also, “The pen is mightier than the sword.”

**Mode** the method or form of a literary work; the manner in which a work of literature is written
Mood similar to tone, mood is the primary emotional attitude of a work (the feeling of the work; the atmosphere). Syntax is also a determiner of mood because sentence strength, length, and complexity affect pacing.

Moral The lesson drawn from a fictional or nonfictional story. It can also mean a heavily didactic story.

Motif main theme or subject of a work that is elaborated on in the development of the piece; a repeated pattern or idea

Narration the telling of a story in fiction, nonfiction, poetry, or drama; one of the four modes of discourse

Negative-Positive Sentence that begins by stating what is NOT true, then ending by stating what is true.

Non-sequitur Latin for “it does not follow.” When one statement isn’t logically connected to another

Objectivity an impersonal presentation of events and characters. It is a writer’s attempt to remove himself or herself from any subjective, personal involvement in a story. Hard news journalism is frequently prized for its objectivity, although even fictional stories can be told without a writer rendering personal judgment.

Onomatopoeia the use of words that sound like what they mean, such as “hiss,” “buzz,” “slam,” and “boom”

Oversimplification When a writer obscures or denies the complexity of the issues in an argument

Oxymoron a figure of speech composed of contradictory words or phrases, such as “wise fool,” bitter-sweet,” “pretty ugly,” “jumbo shrimp,” “cold fire”

Pacing the movement of a literary piece from one point or one section to another

Parable a short tale that teaches a moral; similar to but shorter than an allegory

Paradox a statement that seems to contradict itself but that turns out to have a rational meaning, as in this quotation from Henry David Thoreau; “I never found the companion that was so companionable as solitude.”

Parallelism the technique of arranging words, phrases, clauses, or larger structures by placing them side by side and making them similar in form. Parallel structure may be as simple as listing two or three modifiers in a row to describe the same noun or verb; it may take the form of two or more of the same type of phrases (prepositional, participial, gerund, appositive) that modify the same noun or verb; it may also take the form of two or more subordinate clauses that modify the same noun or verb. Or, parallel structure may be a complex bend of single-word, phrase, and clause parallelism all in the same sentence.

Example (from Churchill): “We shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields.”

Parody a work that ridicules the style of another work by imitating and exaggerating its elements. It can be utterly mocking or gently humorous. It depends on allusion and exaggerates and distorts the original style and content.
**Pathos** the aspects of a literary work that elicit sorrow or pity from the audience. An appeal to emotion that can be used as a means to persuade. Over-emotionalism can be the result of an excess of pathos.

**Pedantic** a term used to describe writing that borders on lecturing. It is scholarly and academic and often overly difficult and distant

**Personification** the attribution of human qualities to a nonhuman or an inanimate object

**Persuasion** a form of argumentation, one of the four modes of discourse; language intended to convince through appeals to reason or emotion.

**Point of View** the perspective from which a story is presented; common points of view include the following:

- **First person narrator** a narrator, referred to as “I,” who is a character in the story and relates the actions through his or her own perspective, also revealing his or her own thoughts

- **Stream of Consciousness** like a first person narrator, but instead placing the reader inside the character’s head, making the reader privy to the continuous, chaotic flow of disconnected, half-formed thoughts and impressions in the character’s mind

- **Omniscient** third person narrator, referred to as “he,” “she,” or “they,” who is able to see into each character’s mind and understands all the action

- **Limited Omniscient** a third person narrator who reports the thoughts of only one character and generally only what that one character sees

- **Objective** a third person narrator who only reports what would be visible to a camera; thoughts and feelings are only revealed if a character speaks of them

- **Polysyndeton** Sentence which uses and or another conjunction (with no commas) to separate the items in a series. Polysyndeton appear in the form of X and Y and Z, stressing equally each member of a series. It makes the sentence slower and the items more emphatic than in the asyndeton.

**Protagonist** the main character of a literary work

**Red Herring** When a writer raises an irrelevant issue to draw attention away from the real issue

**Reductio ad Absurdum** the Latin for “to reduce to the absurd.” This is a technique useful in creating a comic effect and is also an argumentative technique. It is considered a rhetorical fallacy because it reduces an argument to an either/or choice

**Regionalism** an element in literature that conveys a realistic portrayal of a specific geographical locale, using the locale and its influences as a major part of the plot

**Repetition** Word or phrase used two or more times in close proximity
Rhetoric the art of effective communication, especially persuasive discourse; Rhetoric focuses on the interrelationship of invention, arrangement, and style in order to create felicitous and appropriate discourse.

Rhetorical modes exposition, description, narration, argumentation

Rhetorical Question one that does not expect an explicit answer. It is used to pose an idea to be considered by the speaker or audience.

Sarcasm harsh, caustic personal remarks to or about someone; less subtle than irony

Satire A work that reveals a critical attitude toward some element of human behavior by portraying it in an extreme way. Satire doesn’t simply abuse (as in invective) or get personal (as in sarcasm). Satire targets groups or large concepts rather than individuals.

Setting Time and place of a literary work

Simile a figure of speech that uses like, as, or as if to make a direct comparison between two essentially different objects, actions, or qualities; for example, “The sky looked like an artist’s canvas.”

Speaker the voice of a work; an author may speak as himself or herself or as a fictitious persona

Stereotype a character who represents a trait that is usually attributed to a particular social or racial group and who lacks individuality; a conventional patter, expression or idea.

Straw Man When a writer argues against a claim that nobody actually holds or is universally considered weak. Setting up a straw man diverts attention from the real issues.

Style an author’s characteristic manner of expression – his or her diction, syntax, imagery, structure, and content all contribute to style

Subjectivity a personal presentation of events and characters, influenced by the author’s feelings and opinions

Syllogism A form of reasoning in which two statements are made and a conclusion is drawn from them. A syllogism is the format of a formal argument that consists of a major premise, a minor premise, and a conclusion. Example:

Major Premise: All tragedies end unhappily.
Minor Premise: Hamlet is a tragedy.
Conclusion: Therefore, Hamlet ends unhappily.

Symbolism the use of symbols or anything that is meant to be taken both literally and as representative of a higher and more complex significance

Synecdoche a figure of speech in which a part of something is used to represent a whole, such as using “boards” to mean a stage or “wheels” to mean a car – or “All hands on deck.”

Syntactic Fluency Ability to create a variety of sentence structures, appropriately complex and/or simple and varied in length.
**Syntactic Permutation** Sentence structures that are extraordinarily complex and involved. They are often difficult for a reader to follow.

**Syntax** the grammatical structure of a sentence; the arrangement of words in a sentence. Syntax includes length of sentence, kinds of sentences (questions, exclamations, declarative sentences, rhetorical questions, simple, complex, or compound).

**Theme** the central idea or “message” or a literary work

**Thesis** the main idea of a piece of writing. It presents the author’s assertion or claim. The effectiveness of a presentation is often based on how well the writer presents, develops, and supports the thesis.

**Tone** the characteristic emotion or attitude of an author toward the characters, subject, and audience (anger, sarcastic, loving, didactic, emotional, etc.)

**Transition** a word or phrase that links one idea to the next and carries the reader from sentence to sentence, paragraph to paragraph.

**Tricolon** Sentence consisting of three parts of equal importance and length, usually three independent clauses.

**Understatement** the opposite of exaggeration. It is a technique for developing irony and/or humor where one writes or says less than intended.

**Unity** quality of a piece of writing (also see coherence)

**Voice** refers to two different areas of writing. One refers to the relationship between a sentence’s subject and verb (active and passive voice). The second refers to the total “sound” of a writer’s style.