

## Thank You For Arguing What Aristotle Lincoln And Homer Simpson Can Teach Us About The Art Of Persuasion Jay Heinrichs

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Thank You for Arguing: What Aristotle, Lincoln, and Homer Simpson Can Teach us About the Art of Persuasion by Jay Heinrichs vocabulary. Terms in this set (82) concession n.

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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 is a book about rhetoric by Jay Heinrichs, a journalist, writer, and publisher whose work specializes in argumentation methods.

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Thank You for arguing chapter notes Ch.2-Set your goal 1) The goal is to change your audience's mood, mind, or willingness 2) An argument should be focused on winning over an audience rather than beating them 3) Decide what you want at the end of the argument Ch.3-Control the Tense

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