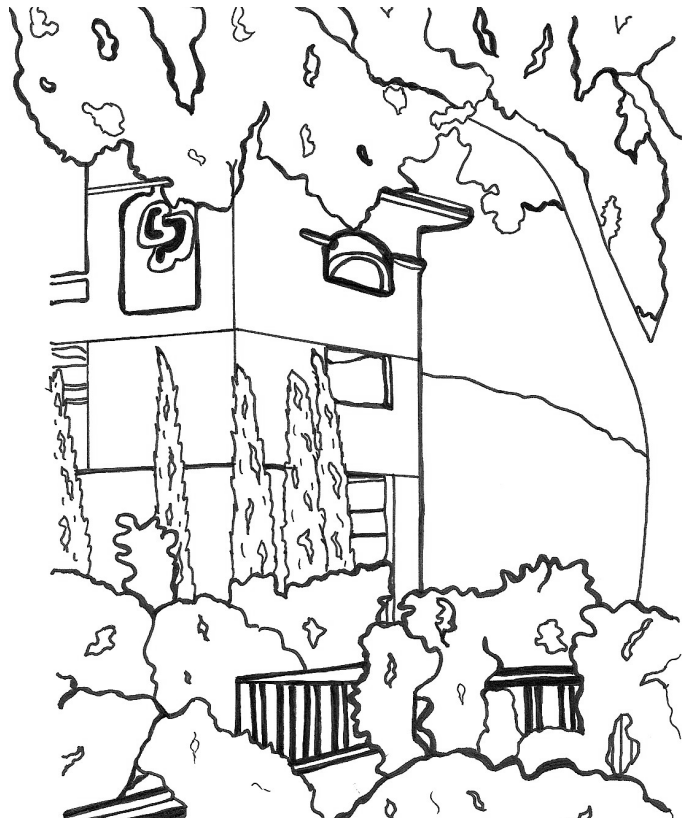


Rhetoric

For this sequence, students chose a public issue and wrote a persuasive essay supporting their viewpoint. The essays in this section cover a broad range of topics, such as Plan B, the environment, the HPV virus, and Los Angeles football teams. You will find that the authors have a personal stake in their chosen topic, an important component which can bring energy to any persuasive essay.

You will soon learn that a well-written and fully supported argument requires you to conduct some research both to support your own claims and to fairly depict opposing viewpoints. You will also learn to use the rhetorical appeals of *ethos*, *pathos*, and *logos* to persuade your chosen audience. While your instructor may put limitations on the kinds of topics you can write about, it's generally best to choose a focus that matters *to you*, something you want to understand better. Moreover, try not to approach your topic with a firmly held point-of-view. As you do research and learn about your topic, you may find that your position shifts—this is how argumentation is supposed to work.



Mustang Stadium