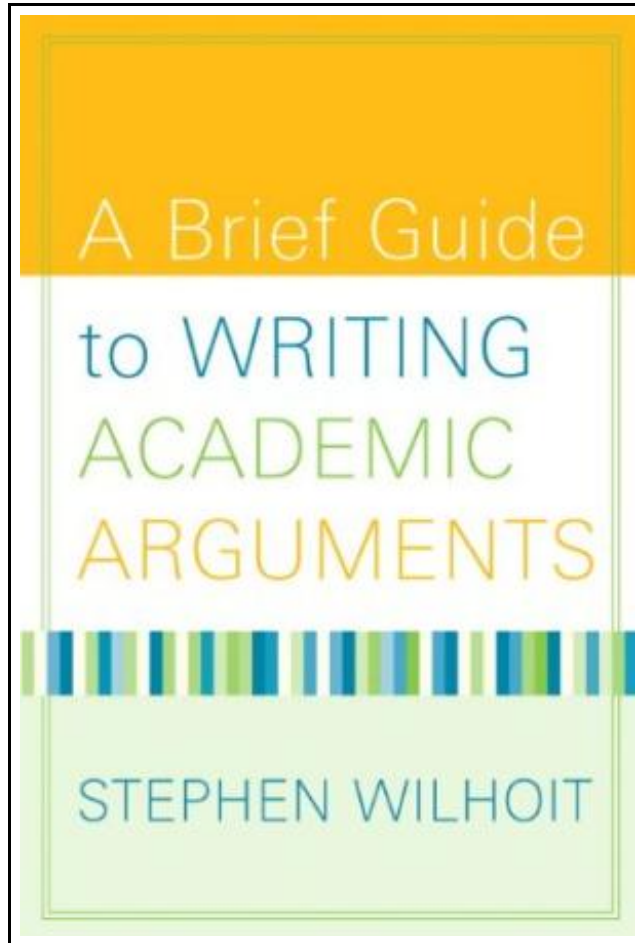


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Summary: Contents Preface Acknowledgments Ch. 1 What Makes an Academic Argument "Academic"? What "Argument" Means in an Academic Setting Context Is Everything: Understanding the Rhetorical Situation of Academic Arguments Elements of the Rhetorical Situation How the Elements of the Rhetorical Situation Are Interconnected Reading: "Generation Q," by Thomas L. Friedman Qualities of Effective Academic Arguments Effective Academic Arguments Are Clear and Precise Effective Academic Arguments Are Well Supported Effective Academic Arguments Are Properly Qualified Effective Academic Arguments Are Placed in Context Effective Academic Arguments Employ an Appropriate Voice and Tone Effective Academic Arguments Follow Established Conventions Effective Academic Arguments Are Sensitive to Audience Needs Ch.2 The Elements of Persuasive Academic Arguments What Makes Academic Arguments Persuasive? Logos: The Role of Logic and Reason in Academic Arguments Claims Grounds Explanations Qualifications Rebuttals Logos in Action: A Sample Argument Sample Reading: Letter to the Editor Common Logos-related Fallacies Pathos: The Role of Emotion in Academic Arguments Pathos in Action: A Sample Essay Reading: "Perils and Promise: Destroy an Embryo, Waste a Life," by Christopher H. Smith How Pathos Can Help You Develop Content and Choose Language How Pathos Can Help You Create a Bond with Your Audience How Pathos Can Help You Communicate Your Own Emotional Investment in Your Argument Common Pathos-related Fallacies Ethos: The Role of the Writer's Authority and Credibility in Academic Arguments Establishing Ethos through Your Knowledge of the Topic Establishing Ethos through Accurate Writing Establishing Ethos by Being Open Minded, Honest, and Fair Establishing Ethos by Following Conventions Ethos in Action: A Sample Reading &n.



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