

So far in class we have discussed a number of rhetorical techniques, and throughout the semester we will continue to consider the different ways that human beings can be persuaded. While one objective of this process is certainly to make each of you more persuasive as a writer and speaker, another is to give you the tools necessary to understand when someone or something is attempting to persuade *you*.

Rhetoric is all around us. Advertisements blast from our television, pop up on our computer screens, and soar by us on the sides of busses and vans. Even something as innocuous as the grocery store has been designed, inch by inch, to sell you as many products as possible. In this world, it cannot be avoided.

With that in mind, think back on a time in the past when rhetoric was used on you. Ideally, we want to hear about something that changed your understanding of how persuasion works (either at the time, or in retrospect). We probably don't want to hear about the time you were convinced to start watching *Buffy the Vampire Slayer* on Netflix ... but if there was a truly epic debate involved, that might be exactly the right example. Tell us about a time your mind was firmly made up, then changed—or not, if you managed to resist the attempt.

These are some questions to consider during your brainstorming process:

- Who attempted to persuade you? A relative? A friend? An advertiser?
- What strategies did they use to persuade you, and were they successful?
- Knowing what you know now, would you have reacted differently?
- How can you apply the techniques you are learning in this class to future “incoming” attempts at persuasion?

In a paper of **at least 750 words**, I want to learn your narrative of the event and how your mind was changed (or not). **Your final product must be accompanied by a brief writer's memo explaining your rhetorical choices.**

Draft for peer review due Thursday 9/4

Final draft due Tuesday 9/9

Grade breakdown:

Assignments (homework & classwork): 10%

Peer draft: 15%

Final draft: 60%

Writer's memo: 15%