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What Aristotle  
Lincoln And  
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**Arguing - 5 Minute  
Book Reviews #3**

*How to Argue with a  
Cat | Jay Heinrichs*

Overview on "Thank

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Jay Heinrichs Thank

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lowering an audience's expectations by pretending to be unpolished.

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In Thank You for  
Arguing, Jay  
Heinrichs endeavors  
to show why the lost  
art of rhetoric—the  
study of argument  
and persuasion—can  
help people  
understand the world,  
help them succeed,

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and generally improve their lives. In Part One, "Offense," Heinrichs lays out the basics of arguing. Every argument has three basic steps: first, stimulating the audience's emotions, second, changing the audience's opinion, and third, getting the audience to do or choose something.



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tone light to avoid

boring his readers,

and even points out  
how he utilizes

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you. Warm, witty, erudite, and truly enlightening, it not only teaches you how to recognize a paralipsis when you hear it, but also how to wield the weapons of persuasion the next time you really, really, want to get your own way.

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whose work specializes in argumentation methods. Structured like a manual, it is littered with references to a diverse cache of historical examples where notable figures including Aristotle, Barack Obama, and the cartoon Homer Simpson employ

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referencing how the text itself uses rhetorical concepts to teach and delight the reader. This approach exemplifies rhetoric's conceptual and practical character while empowering students to interact with their source of instruction.

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and look perplexed  
and stumped when  
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persuasion: not just  
an agreement, but  
one that gets an  
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bidding.” Pg. 4 “A  
sarcastic voice  
answers from the  
other side of the door.

“That’s not the point,  
is it, Dad?”. Pg. 3  
Persuasion is key to  
winning an argument  
even if it is to win  
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