

Rhetorical and Emotional Persuasion

Find all instances where rhetorical ploys and emotional appeals are used to persuade rather than actual argument.

1.

The True Patriotic Act

Everybody wants to see terrorists swiftly captured and convicted. But you demonstrated, with passion and courage, that America must not revert to meting out Wild West Justice. In tune with the country's major newspapers, you protested the so-called Patriot Act, rubber-stamped by Congress, which gives officials a reckless new license to round up and detain suspects.

-ActForChange, February 2002

2.

Why should ... Americans be denied the opportunity to choose the types of vehicles that meet their needs — all in order to satisfy the quasi-religious fixation that some bureaucrats and fringe special-interest nogoodniks have with stretching a gallon of gas as far as it can be made to go?

-Editorial, Washington Times

3. (Advertisement)

Get Your Million Dollar Body!

Cosmetic Surgery is not just for the wealthy anymore. You can now have the cosmetic procedure you have always wanted for NO MONEY DOWN and with payments as low as 38 dollars per week.

Breast Procedure, Liposuction, Nose Procedure, Tummy Tuck: Don't let life pass you by when you can look just the way you want.

1-877-THAT-LOOK.

The question now becomes: Can you afford not to?

4. (on Wheat Chex cereal box)

Diets rich in whole grain foods and other plant foods and low in total fat, saturated fat and cholesterol may reduce the risk of heart disease and some cancers.