

AP LANGUAGE & COMPOSITION Summer Reading Assignment

SYNOPSIS

Thank You for Arguing covers the core rhetorical teachings of Aristotle and Cicero, but Heinrichs does it entirely using modern examples, drawing on political, marketing, workplace, and cultural references, as well as his own family arguments. The balance between formal lessons and practical examples makes the book highly valuable and applicable to everyday speaking and writing.

Among other things, you will learn:

- A deeper understanding of rhetorical appeals
- Many figures of speech
- How to recognize strong and weak logical arguments
- How to recognize (and use, or defend against) persuasive techniques
- How to construct a persuasive language in speaking and writing

RATIONALE

AP Language and Composition centralizes the study of analytical reading and the spoken and written application of rhetoric. Often times, people view rhetoric simply as a writer or speaker's ability to persuade. But, rhetoric is this and so much more. It is a power over language that - if one possesses - can allow that writer or speaker to win over his or her intended audience in almost any situation. The purpose of this summer reading assignment is to introduce some fundamental rhetorical terms in a fun way.

ASSIGNMENT

Read Jay Heinrichs', *Thank You for Arguing*. Heinrichs' text enlightens the novice rhetorician about the strategies and techniques involved when creating and sustaining an argument. This is your copy - I expect to see book annotations, highlighting, etc. when you return in the fall. We will refer to this text throughout the year.

ASSESSMENT

There will be 100 point exam over *Thank You for Arguing* the first week of the fall semester. Heinrichs introduces an overwhelming amount of vocabulary throughout the text and in the margins. Read and absorb this information. But, know that you do NOT need to know all of these terms for the exam! However, you should study and **know the main concepts central to each chapter.**

*Should you have any questions or concerns about the AP Summer Reading Assignment, feel free to e-mail Mrs. Keller at jkeller@d220.org over the summer. Good luck! I look forward to meeting you all soon!