

Journal assign. #1 – Ethics and persuasion

This assignment can be hand written (if legible) or typed and should be at least $\frac{3}{4}$ page long discussion of the chapter or prompt, but no more than two pages. The purpose of the journal assignments is for you to be prepared for in-class discussions, as well as to help you digest the loads of information contained in the text and for you to explore your own perspective and opinions regarding course material and class discussions. *This assignment is worth 15 points.*

Read chapters 1-2 in your text. Then, answer question 1. Finally, choose question A, B, or C to conclude the assignment.

In class today, we discussed the varied perspectives of rhetoric and persuasion. Rhetoric usually gets a bad rap! However, even rhetoric and persuasion are held (and should be!) accountable to standards. Based on the reading and your own experience, please answer the following question:

- 1) Why are ethics necessary for persuasion? Provide at least two reasons/explanations.
 - A. What ethical standards do you use when evaluating persuasive messages? (Or, how do you judge persuasive techniques, content, or purposes?)
 - B. How is the feminist perspective similar/dissimilar to your own view of persuasion? Please provide two examples.
 - C. How significant is personal character to ethics? To persuasive techniques? Please explain why and provide an example.

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