LEARN THE TERMS: ACADEMIC VOCABULARY

Persuasive Techniques and Argument

Speakers and writers often use **PERSUASIVE TECHNIQUES** to try to influence people's feelings, beliefs, or actions. For example, a salesperson may try to persuade you that product *X* is a better deal than product *Y*. A friend may try to convince you to play a video game instead of doing homework.

Persuasive techniques are especially useful when making an **ARGUMENT.** In formal speaking and writing, an argument is a claim supported by reasons and evidence. The **CLAIM** is the person's opinion, or position, on a problem or an issue. An effective argument depends on having **SUPPORT,** or reasons and evidence that prove the claim. **EVIDENCE** includes facts, statistics, and examples.

Effective speakers and writers, however, don't just rely on support to make a convincing argument. Instead, they combine support with various persuasive techniques to sway people into agreeing with their argument. The chart below lists several types of persuasive techniques.

APPEALS BY ASSOCIATION

Link an idea or a product to something or someone positive or influential

BANDWAGON APPEAL

Taps into people's desire to belong

> See the movie and discover the surprise ending that everybody's talking about.

TESTIMONIAL

Uses celebrities or satisfied customers to persuade

> As an Olympic athlete, I need all the energy I can get. That's why I drink Quench-Ade.



TRANSFER

Connects a product, a candidate, or a cause with a positive image or idea

> A vote for Proposition 43 is a vote for freedom.



EMOTIONAL APPEALS

Use strong feelings, rather than facts, to persuade

APPEAL TO PITY

Taps into people's compassion for others

> Won't you give this abandoned puppy a home?



APPEAL TO FEAR

Preys upon people's fear for their safety

> Is your home safe? ProAlarm Systems—because you shouldn't take any chances.

APPEAL TO VANITY

Uses flattery to win people over

> Bring your creativity and intelligence to our team. Join the yearbook staff!



Remarks at the Dedication of the Aerospace Medical Health Center

President John F. Kennedy

BACKGROUND In 1957, the country then known as the Soviet Union launched *Sputnik I*, the first satellite to orbit the earth. After becoming president in 1961, Kennedy was determined that America must beat the Soviets in the "space race." He made the following speech on November 21, 1963—the day before he was assassinated.

Mr. Secretary, Governor, Mr. Vice President, Senator, Members of the Congress, members of the military, ladies and gentlemen:

For more than 3 years I have spoken about the New Frontier. This is not a **partisan** term, and it is not the exclusive property of Republicans or Democrats. It refers, instead, to this Nation's place in history, to the fact that we do stand on the edge of a great new era, filled with both crisis and opportunity, an era to be characterized by achievement and by challenge. It is an era which calls for action and for the best efforts of all those who would test the unknown and the uncertain in every phase of human **endeavor**. It is a time for pathfinders and pioneers.

CLOSE READ

MARK IT UP

Use these marks to monitor your reading:

* This is important.

? I don't understand.

! This is a surprise.

When you see this pencil, you'll be asked to mark up the text. You can also write in this book in any way you find useful.

FOCUS

In the first part of his speech, President Kennedy describes American "pioneers" exploring a "new frontier." Find out what this new frontier is.

partisan (pär'tĭ-zən) *adj.* relating to or in support of one political party

endeavor (ĕn-dĕv'ər) *n.* purposeful or serious activity; enterprise

PAUSE & REFLECT

1. Reread the boxed text. What kind of **emotional appeal** is President Kennedy using here? Check one. *DRAW CONCLUSIONS*

- ☐ appeal to pity
- ☐ appeal to fear
- ☐ appeal to vanity

2. What does President Kennedy believe the future of the United States depends on?

_____

_____

_____

Underline the words and phrases that help you answer the question. *MAKE INFERENCES*

FOCUS

In the next part of the speech, President Kennedy makes a **claim** about space research. Find out what this claim is, and what **evidence** President Kennedy uses to support it.

radar (rā'där) *n.* a method of detecting distant objects through the use of radio waves

I have come to Texas today to salute an outstanding group of pioneers, the men who man the Brooks Air Force Base School of Aerospace Medicine and the Aerospace Medical Center. It is fitting that San Antonio should be the site of this center and this school as we gather to dedicate this complex of buildings. For this city has long been the home of the pioneers in the air. It was here that Sidney Brooks, whose memory we honor today, was born and raised. It was here that Charles Lindbergh and Claire Chennault,[1] and a host of others, who, in World War I and World War II and Korea, and even today have helped demonstrate American mastery of the skies, trained at Kelly Field and Randolph Field,[2] which form a major part of aviation history. And in the new frontier of outer space, while headlines may be made by others in other places, history is being made every day by the men and women of the Aerospace Medical Center, without whom there could be no history.

PAUSE & REFLECT

Many Americans make the mistake of assuming that space research has no values here on earth. Nothing could be further from the truth. Just as the wartime development of **radar** gave us the transistor, and all that it made possible, so research in space medicine holds the promise of substantial benefit for those of us who are earthbound. For our effort in space is not, as some have suggested, a competitor for the natural resources that we need to develop the earth. It is a working partner and a coproducer of these resources. And nothing makes this clearer than the fact that medicine in space is going to make our lives healthier and happier here on earth.

1. **Sidney Brooks . . . Charles Lindbergh . . . Claire Chennault** (shən'ôlt): Sidney Brooks was a young flyer killed in a training accident. Charles Lindbergh was the first transatlantic solo pilot, and Claire Chennault was an important figure in the development of air-war theories.
2. **Kelly Field and Randolph Field:** airfields in the San Antonio area where many military pilots were trained.

I give you three examples: first, medical space research may open up new understanding of man's relation to his environment. Examinations of the astronaut's physical, and mental, and emotional reactions can teach us more about the differences between normal and abnormal, about the causes and effects of **disorientation**, about changes in **metabolism** which could result in extending the life span. When you study the effects on our astronauts of exhaust gases which can contaminate their environment, and you seek ways to alter these gases so as to reduce their toxicity, you are working on problems similar to those we face in our great urban centers which themselves are being corrupted by gases and which must be clear.

And second, medical space research may revolutionize the technology and the techniques of modern medicine. Whatever new devices are created, for example, to monitor our astronauts, to measure their heart activity, their breathing, their brain waves, their eye motion, at great distances and under difficult conditions, will also represent a major advance in general medical instrumentation. Heart patients may even be able to wear a light monitor which will sound a warning if their activity exceeds certain limits. An instrument recently developed to record automatically the impact of acceleration upon an astronaut's eyes will also be of help to small children who are suffering miserably from eye defects, but are unable to describe their **impairment**. And also by the use of instruments similar to those used in Project Mercury, this Nation's private as well as public nursing services are being improved, enabling one nurse now to give more critically ill patients greater attention than they ever could in the past. ▶

disorientation (dĭs-ôr'ē-ĕn-tā'shən) *n.* mental confusion or impaired awareness

metabolism (mĭ-tăb'ə-lĭz'əm) *n.* all the processes a living thing uses to continue to grow and live

TestSmart

President Kennedy describes various medical instruments that are being tested on astronauts to support his idea that

(A) being an astronaut is difficult and dangerous work

(B) space research may lead to advances in medical technology

(C) research in space is more effective than wartime research

(D) it is nearly impossible to treat small children with eye defects

TIP When a test question asks you to identify the **idea supported by specific evidence,** locate and reread the passage in which the evidence is presented. Often, a writer will state an idea at the beginning of a paragraph and then offer facts and examples to support the idea. To answer this question, reread lines 56–73. Underline the sentence in which Kennedy states his main idea. Then select the answer choice that restates this idea.

impairment (ĭm-pâr'mənt) *n.* the condition of being damaged, injured, or harmed

PAUSE & REFLECT

President Kennedy gives three **examples** of how space research might improve life on Earth. Starting on page 211, underline the sentence that introduces each example. *MONITOR*

FOCUS

In the last part of his speech, President Kennedy discusses the importance of the U.S. space program in general. Look for the **persuasive techniques** he uses.

impetus (ĭm'pĭ-təs) *n.* a driving force; a motivation

tedious (tē'dē-əs) *adj.* tiresome; boring

And third, medical space research may lead to new safeguards against hazards common to many environments. Specifically, our astronauts will need fundamentally new devices to protect them from the ill effects of radiation which can have a profound influence upon medicine and man's relations to our present environment. **PAUSE & REFLECT**

Here at this center we have the laboratories, the talent, the resources to give new **impetus** to vital research in the life centers. I am not suggesting that the entire space program is justified alone by what is done in medicine. The space program stands on its own as a contribution to national strength. And last Saturday at Cape Canaveral I saw our new Saturn C-1 rocket booster,[3] which, with its payload,[4] when it rises in December of this year, will be, for the first time, the largest booster in the world, carrying into space the largest payload that any country in the world has ever sent into space.

I think the United States should be a leader. A country as rich and powerful as this which bears so many burdens and responsibilities, which has so many opportunities, should be second to none. And in December, while I do not regard our mastery of space as anywhere near complete, while I recognize that there are still areas where we are behind—at least in one area, the size of the booster—this year I hope the United States will be ahead. And I am for it. We have a long way to go. Many weeks and months and years of long, **tedious** work lie ahead. There will be setbacks and frustrations and disappointments. There will be, as there always are, pressures in this country to do less in this area as in so many others, and temptations to do something else that is perhaps easier. But this research here must go on. This space effort must go on. The conquest of space must and will go ahead. That

3. **booster:** a rocket used to launch a spacecraft.
4. **payload:** the load carried by a rocket or other vehicle.

much we know. That much we can say with confidence and conviction. ▶

Frank O'Connor, the Irish writer, tells in one of his books how, as a boy, he and his friends would make their way across the countryside, and when they came to an orchard wall that seemed too high and too doubtful to try and too difficult to permit their voyage to continue, they took off their hats and tossed them over the wall—and then they had no choice but to follow them.

This Nation has tossed its cap over the wall of space, and we have no choice but to follow it. Whatever the difficulties, they will be overcome. Whatever the hazards, they must be guarded against. With the vital help of this Aerospace Medical Center, with the help of all those who labor in the space endeavor, with the help and support of all Americans, we will climb this wall with safety and with speed—and we shall then explore the wonders on the other side.

Thank you.

PAUSE & REFLECT

TestSmart

VOCABULARY

What does the word *conviction* mean in line 106?

- (A) a punishment
- (B) a guilty verdict
- (C) a strong nation
- (D) a strong belief

TIP Tests often ask about **multiple-meaning words.** To answer this question, first reread the sentence in which the tested word, *conviction,* appears. Second, check each possible answer choice to see how well it fits the context of the sentence. Last, determine which answer makes the most sense in this context. That is, decide which choice means the same thing as *conviction* as it is used in the sentence.

PAUSE & REFLECT

What **persuasive technique** does President Kennedy use in the last paragraph of the speech? Check one. *CLARIFY*

- ☐ bandwagon appeal
- ☐ testimonial
- ☐ appeal to fear

Big Question

Do you think President Kennedy's speech was inspiring? Why or why not? *MAKE JUDGMENTS*

Assessment Practice I

Reading Comprehension

DIRECTIONS *Answer these questions about "Remarks at the Dedication of the Aerospace Medical Health Center" by filling in the correct ovals.*

1. By describing space researchers as "pathfinders and pioneers," what persuasive technique is President Kennedy using?

(A) testimonial
(B) transfer
(C) appeal to pity
(D) appeal to fear

2. According to President Kennedy, why is it appropriate that the Aerospace Medical Center is located in San Antonio?

(A) The city is part of the new frontier.
(B) The city is home to several aviation pioneers.
(C) The nation's first pioneers lived in San Antonio.
(D) San Antonio's citizens support aerospace research.

3. In lines 31–36, President Kennedy uses the wartime development of radar to support the idea that

(A) competitors can work together
(B) natural resources can be developed
(C) one development can lead to another
(D) space medicine can help the earthbound

4. According to President Kennedy, which of the following might result from medical space research on environmental hazards?

(A) a cure for eye disease
(B) protection from radiation
(C) improved nursing services
(D) better medical instruments

5. In lines 85–89, what is President Kennedy suggesting about the rocket booster?

(A) It will complete America's mastery of space.
(B) It will show that other countries can't compete with America.
(C) It will prove that America has the best medical space research.
(D) It will demonstrate the power of the United States.

6. The main claim President Kennedy argues in his speech is that

(A) medical research is a new frontier
(B) medical space research will improve technology
(C) the Aerospace Medical Center belongs in San Antonio
(D) the United States should lead the world in space exploration

7. What does the word *exclusive* mean in line 6?

(A) sole
(B) shared
(C) expensive
(D) honorary

8. What does the word *endeavor* mean in line 119?

(A) effort
(B) difficulty
(C) hazard
(D) support