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In his book Thank You for Arguing Jay Heinrichs teaches readers about the art of argument. He details the tools and techniques necessary for persuasion, and branches out into the overall importance of rhetoric in contemporary society and in our daily lives. Thank You for Arguing served as a great guide to the many terms, tips, and tricks of argument. Heinrichs keeps his tone light to avoid boring his readers, and even points out how he utilizes rhetoric in his own writing throughout the book.

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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, 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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