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Teacher's Guide - ArgueLab

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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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Jay Heinrichs, the author and narrator of the book, likes to use examples from his personal life, especially his family life. By beginning with a banal-seeming example of the power of arguing, Heinrichs tries to establish a connection with his audience (his readers), most of whom, presumably, will be familiar with the kind of low-stakes, everyday arguments that Heinrichs mentions here.

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Thank You for Arguing, Third Edition: What Aristotle,

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