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| Ch. 1 topics | Example(s) from “LFBJ” & “HIFTBCM” | Explanation |
| Arguments to Inform |  |  |
| Arguments to Convince |  |  |
| Arguments to Persuade |  |  |
| Arguments to Meditate/Pray |  |  |
| Arguments to Explore |  |  |
| Arguments to Make a Decision |  |  |
| Logos |  |  |
| Ethos |  |  |
| Pathos |  |  |
| Forensic Arguments |  |  |
| Ceremonial/Epideictic Arguments |  |  |
| Deliberative Arguments |  |  |
| Stasis Theory |  |  |
| Arguments of Fact |  |  |
| Arguments of Definition |  |  |
| Arguments of Evaluation |  |  |
| Arguments of Proposal |  |  |
| Audience |  |  |
| Kairos |  |  |
| Rhetoric |  |  |