Stephen Giang

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Start Time: 9:35

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| ¶# | WHAT THE AUTHOR IS SAYING  (all emphases are added) | WHAT THE AUTHOR IS DOING  (to persuade his readers) |
| 1-4 | The author is saying that most people have a set stereotype towards people through names, nationality, gender, and other such labels. He is exclaiming how stereotyping can go wrong and gives us a skew judgement on people of color or foreign backgrounds. | The author is trying to get the reader to realize how often stereotyping has gotten within society today. He makes readers reflect on to what stereotypes they use without knowing every day. |
| 5 | The author is giving his argument on how he feels about prejudice. He is saying that prejudice only gives us a skew perspective on certain people based off unreliable prejudgments. | The author is trying to persuade the reader into thinking about the bad effects of the so called “gossip” of stereotypes. He is warning readers not to judge someone so quickly and to see within (5). |
| 6 | The author gives us a reliable study from an established university to show how people prejudge others without knowing it. | This gives the reader the thought to evaluate if they do the same. By realizing they do it without knowing, they can start to become more aware and do it less. |
| 7 | Stereotypes and how we prejudge others so fast is from early stages of people’s lives. They watch television to see the difference of bad and good people. They get a sense of a general look of bad people and apply that general look to complete strangers in society. | This informs the reader as to why stereotypes are made and why everyone is manipulated by them. |
| 8-10 | People have reasons for the stereotypes and why they were embedded into our brains. People prejudge their environment and surroundings to make sense of what or who’s around them. They do it to ensure the event of walking into something uninformed does not happen. | The author invites the reader to understand why stereotypes are made, but how the reasons are not as viable in today’s times. |
| 11-19 | We can stop prejudice and stereotypes by being open-minded. Instead of instantly judging someone and going off the first judgment based off of appearance, we question that first assumption. With that thinking, and pushing that onto further generations, we can create equality and a brighter future. | The author gives his main argument that we should not give into the first judgement based off stereotypes but question them. This creates more open minded and inclusive people to ultimately create a more equal future. |

**Main Argument**: By being open-minded, and questioning our initial stereotype-based judgement of a person, we can create a fair and equal future without discrimination or prejudice.

Heilbroner uses many persuasive techniques to insist the reader on believing his argument. He believes that stereotypes are based off a general concept of groups of people and how it creates discrimination and prejudice to these certain groups. Heilbroner argues very strongly that by being open-minded, and questioning our initial stereotype-based judgement of a person, we can create a fair and equal future without discrimination or prejudice.

Heilbroner uses an appeal to logic, emotions, and credibility to show his understanding of stereotypes and its effect on society today. By questioning our initial stereotype-based judgement, we get rid of our habit to unknowingly prejudge people based off these general concepts of peoples. Thusly, by recognizing that we do prejudge people without knowing it, we can be more aware to ensure it happening less.