

English 9 Honors Literary Terms

Terms

Examples

Media Literacy

Accuracy: the freedom from error; the accuracy of a source is often determined by the author's credentials

Audience: the intended reader or viewer of a research product

Bias: the subjectivity that an author presents toward a subject

Cliché: an expression that has become lifeless because of overuse

Point of view: the perspective or vantage point from which a piece is written; the way an author controls the reader's access to events and information in a piece of writing

Purpose: the author's intended result in addressing the audience

Validity: the trustworthiness of a text based on the credentials of the author; valid information is well-grounded and justifiable

Persuasive techniques: devices used to convince an audience that a particular course of action should be taken including:

Emotional appeal: appeals strictly to the audience's emotions; often used with strong visuals

Ethical appeal: appeals to the audience by establishing the writer as knowledgeable; further establishes the writer's character and credibility

Logical appeal: the strategic use of logic, claims, and evidence

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Logical Fallacies:

Red herring: a deliberate attempt to divert attention

Ad hominem: “to the man”; does not argue the issue; instead, it argues the person; name-calling

Post hoc (ergo propter hoc): Since that event followed this one, that event must have been caused by this one

Appeal to Pity: someone tries to win support for an argument or idea by exploiting his or her opponent's feelings of pity or guilt

Slippery Slope: a relatively small first step leads to a chain of related events culminating in some significant effect

Non sequitur: an argument in which its conclusion does not follow from its premises

Bandwagon: concludes a proposition to be true because many or most people believe it

Straw man: creates the illusion of having refuted a proposition by substituting a similar yet weaker proposition

False Authority: either the Authority is not a subject-matter expert, or there is no consensus among experts in the subject matter, or both.

Hasty generalization: when a person draws a conclusion about a population based on a sample that is not large enough

Testimonial: uses famous people to endorse the product or idea

Begging the question: assumes the conclusion is true without proving it; circular argument