

AP Vocab #2

1. **propaganda** The spread of ideas and information to further a cause. In its negative sense, propaganda is the use of rumors, lies, disinformation, and scare tactics in order to damage or promote a cause.
2. **purpose** The goal the speaker wants to achieve.
One of Gehrig's chief purposes in delivering his Farewell Address is to thank his fans and his teammates, but he also wants to demonstrate that he remains positive: he emphasizes his past luck and present optimism and downplays his illness.
3. **refutation** A denial of the validity of an opposing argument. In order to sound reasonable, refutations often follow a concession that acknowledges that an opposing argument may be true or reasonable.
Lou Gehrig refutes that his bad break is a cause for discouragement by saying that he has "an awful lot to live for!"
4. **rhetoric** As Aristotle defined the term, "the faculty of observing in any given case the available means of persuasion." In other words, it is the art of finding ways to persuade an audience.
5. **rhetorical appeals** Rhetorical techniques used to persuade an audience by emphasizing what they find most important or compelling. The three major appeals are to ethos (character), logos (reason), and pathos (emotion).
6. **rhetorical triangle (Aristotelian triangle)** A diagram that illustrates the interrelationship among the speaker, audience, and subject in determining a text.
7. **SOAPS** A mnemonic device that stands for Subject, Occasion, Audience, Purpose, and Speaker. It is a handy way to remember the various elements that make up the rhetorical situation.
8. **speaker** The person or group who creates a text. This might be a politician who delivers a speech, a commentator who writes an article, an artist who draws a political cartoon, or even a company that commissions an advertisement.
9. **subject** The topic of a text. What the text is *about*.
Lou Gehrig's subject in his speech is his illness, but it is also a catalog of all the lucky breaks that preceded his diagnosis.
10. **text** While this term generally means the written word, in the humanities it has come to mean any cultural product that can be "read"—meaning not just consumed and comprehended, but investigated. This includes fiction, nonfiction, poetry, political cartoons, fine art, photography, performances, fashion, cultural trends, and much more.