



TACTIC and STYLE INDEX

begins with an early,
explicitly-stated thesis

delays its thesis until later
in the essay

leaves its thesis implied
(lets the reader figure it out)

develops credibility
(ethos)

appeals to readers'
emotions (pathos)

reasons effectively
(logos)

targets a narrow,
specific audience

establishes exigence,
(the occasion or
situation that inspires
the argument)

engages
counterarguments

introduces, engages, and
cites secondary sources
effectively

uses interviews or other
primary research

uses stories (fictional or
real) to illustrate points

centers on first-person
narrative

combines first person
with secondary research

offers rhetorical analysis
of literary or visual texts

uses multimedia
effectively / employs
persuasive images

hooks readers with a
strong beginning

transitions between
paragraphs effectively

concludes well / leaves a
strong final impression

employs a memorable
voice or creative style

experiments / takes risks
in structure or subject

Ideas: The Music of Democracy (v. 7)
Censoring Huck Finn (v. 12)
Healthy Chemicals (v. 12)
The Humanities: What Keeps Us Human (v. 12)
The Art of the Epitaph (v. 11)
A Little Competition Never Hurt (v. 10)
Dear Governor McDonnell (v. 11)
My Boobs Beg to Differ (v. 5)
Selling Out to Silence (v. 9)
Jack Bauer: Post 9/11 American Hero (v. 8)
Body Worlds (v. 7)
What a Woman Wants (v. 1)
Condom Distribution (v. 1)

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