MAGNETIC STATEMENT NOTE CATCHER

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| **Magnetic Statement** | **Information from the Video** | **True or False** |
| **Presenting facts on only one side of an issue without being transparent about the other side of the issue is unethical.** |  |  |
| **To be a truly effective speaker or writer, you have to appeal to your audience or reader.** |  |  |
| **You can convince someone to believe you based on your character, credibility, and trustworthiness.** |  |  |
| **Word choice affects an audience’s emotional response.** |  |  |
| **Giving reasons is the heart of**  **persuasion.** |  |  |
| **The speaker (or writer) must play an active role in persuasion.** |  |  |