

# PHILIP VASSALLO, ED.D.

WRITING MANAGEMENT, DESIGN, INSTRUCTION, AND ASSESSMENT

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## FREQUENTLY ASKED QUESTIONS

**Webinar** *Persuasive Writing*

Category	#	Question	✓
<i>Mindsets</i>	1	What's the difference between influence and persuasion?	
	2	Is the writer or the speaker the greater persuader?	
	3	How can you persuade people when you have limited authority?	
	4	Can <i>logos</i> ever be anything else than hard data?	
	5	Can <i>pathos</i> and <i>ethos</i> be one in the same?	
<i>Motives</i>	6	What part do persuasive motives play in memes?	
	7	At what point could focusing on readers seem disingenuous?	
	8	Do you think most people's views are intractable in these times?	
	9	Can one message address all three motives (create, strengthen, reverse)?	
<i>Methods</i>	10	Can quoting the wrong authority backfire on an argument?	
	11	Isn't telling an anecdote better suited for speeches and not documents?	
	12	Why don't you think that voice a threat is preying on people's fears?	
	13	When is using humor ever universally accepted?	
	14	Can referring to pop culture be obscure to some and outdated to others?	
	15	Can you issue an order to people over whom you have no power?	
	16	Can submitting an admission become too self-deprecating?	
	17	Isn't anticipating objections like opening a Pandora's box?	
	18	When does offering concessions border on surrendering your position?	
<i>Missteps</i>	19	Can't any statistic be manipulated by language to argue opposite points?	
	20	Are logical fallacies (e.g., straw man, poisoning the well) so pervasive?	
	21	By definition, isn't metaphorical language lacking in credibility?	