***Analysis of Argument***

**STRATEGY/EVIDENCE EFFECT**

***How is the author convincing his audience? What rhetorical strategies is the author using to effectively build his/her argument?***

***How does Moore's use of the rhetorical strategy and evidence help further develop and build upon a central idea in the text?***

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| ***Example:*** Moore uses comparison to convince his audience that capitalism is an unjust system. He is Comparing the Roman Empire to the American system. As the narrator describes the decay of the Roman system, images of American factory workers, neighborhoods, war zones, weapons, and politicians are shown. These images are compared to the images and narration of the downfall of the Roman Empire. Essentially, he is implying that the American society will fall apart because capitalism is a corrupted system.  | *How does Moore's comparison of the Roman Empire and American society help further develop and build upon a central idea in the text?*The comparison will definitely impact the audience to evaluate American society and the possibility of the government falling apart as did the Roman Empire. The images of the factory workers portrayed as slaves and the neighborhoods portrayed as slums will most likely relate to most viewers and stir up many emotions of fear and urgency to seek more knowledge on capitalism. Using this comparison as the introduction grips the viewers’ attention.  |
| Personal Stories Moore shares intimate encounters of people being evacuated from their homes. One of the stories was about an older gentleman and his wife losing their land and home that were family owned. She was obviously emotional as she expressed her deep hurt about losing a part of her heritage. Banks were taking homes from many families and Moore defined these sad occurrences as capitalism.  | *How does Moore’s use of personal stories help further develop and build upon a central idea in the text?* |
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