

MAGNETIC STATEMENT NOTE CATCHER

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.		