Audience, Thesis, and Supporting Evidence

AP English Language and Composition · Vocabulary in context

Word	Example
perception /pəˈsepʃn/	Our **perception** of a problem shapes how we act.
values /ˈvælju:z/	People's **values** are what they think is important.
beliefs /bɪˈli:fs/	Our **beliefs** are what we think is true.
intended audience	The **intended audience** is the group the writer is speaking to.
appeal	An emotional **appeal** tries to make readers feel something.
mode of persuasion	Logos is a **mode of persuasion** based on logic.
validity /væˈlɪdɪti/	The **validity** of an argument depends on sound reasoning.
credibility /ˌkredɪˈbɪlɪti/	A doctor has **credibility** when talking about health.
sufficient evidence /səˈfɪʃənt ˈevɪdəns/	Give **sufficient evidence**: enough to convince the reader.
reliable /rɪˈlaɪəbl/	A **reliable** source gives accurate information.
thesis /ˈθi:sɪs/	The **thesis** is the main claim of the essay.
overarching	The **overarching** idea connects every part of the essay.
explicit /ekˈsplɪsɪt/	An **explicit** claim is stated directly.

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implied	An **implied** claim is suggested, not stated.
feasibility /ˌfiːzɪˈbɪlɪti/	The writer questions the **feasibility** of the plan: can it really work?
qualification /ˌkwɒlɪfɪˈkeɪʃn/	“In some cases” adds a **qualification** to the claim. “In some cases”
hostile	A **hostile** audience disagrees with you from the start.
common ground	Find **common ground**: something you and the reader agree on.
defensible	A **defensible** thesis can be supported with evidence.

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