# Audience, Thesis, and Supporting Evidence

AP English Language and Composition · Vocabulary in context

| Word | Example |
|---|---|
| **perception** /pə'sepʃn/ | Our **perception** of a problem shapes how we act. |
| **values** /'vælju:z/ | People's **values** are what they think is important. |
| **beliefs** /bɪ'li: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** /væ'lɪdɪti/ | The **validity** of an argument depends on sound reasoning. |
| **credibility** /ˌkredɪ'bɪlɪti/ | A doctor has **credibility** when talking about health. |
| **sufficient evidence** /sə'fɪʃənt 'evɪdəns/ | Give **sufficient evidence**: enough to convince the reader. |
| **reliable** /rɪ'laɪəbl/ | A **reliable** source gives accurate information. |
| **thesis** /'θi:sɪs/ | The **thesis** is the main claim of the essay. |
| **overarching** | The **overarching** idea connects every part of the essay. |
| **explicit** /ek'splɪsɪt/ | An **explicit** claim is stated directly. |



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| Word | Example |
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| **implied** | An **implied** claim is suggested, not stated. |
| **feasibility** /ˌfi:zɪ'bɪlɪti/ | The writer questions the **feasibility** of the plan: can it really work? |
| **qualification** /ˌkwɒlɪfɪ'keɪʃn/ | "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. |