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| Aims for the middle | Shows off experience | Uses commonplace as a jumping off point | Vilifies opponent | Shifts the blame | Dodges the question |
| Exemplifies shared values – “I believe what you believe” | Expresses practical wisdom – “I know what to do” | Attempts to merrier the audience – decorum | Tells of humble parental/family origin story/anecdote | Using the passive voice to suggest “things just happened on their own” | Claims a discussion/topic is irrelevant |
| Claims he/she used to think the way his/her opponent does | Claims disinterest- “I do this not for myself but for America” | Appeals to patriotism | Ratchets up the argument from small/local example to large/global example | Uses either/or fallacy | Appeals to authority |
| Invokes audience anger | Explains how the choice he or she advocates hurts him/her personally | Concedes a point to make a bigger point | Uses “us vs. them” argument | Offers up a role model to emulate | Speaks in simple terms and structure |
| Uses tactical flaws – admitting a character/personal flaw that shows the error was for a noble cause | Offers extreme choices to make his/her seem reasonable | Feigns reluctance at an idea he/she wants to promote | Redefines terms in his/her favor | Tells a story of a family/person candidate just met to illustrate point | Appeals to audience desires |
| Appeals to fear | Uses opponent’s words against him/her | Feigns helplessness | Uses the future tense to address specific problems | Connects with the audience – sympathy | Uses humor to assuage anger |