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## *Techniques Authors Use to Shape Readers' Thoughts and Feelings*

- *Bring in the voice of experts, emphasizing their expertise.*
  - *Give examples that support their claims, almost like a trial lawyer giving evidence.*
  - *Make comparisons that convey a good or bad feeling. The comparisons are not neutral, but have strong connotations*
  - *Choose words that have connotations, or feelings connected to them*
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From Unit 3: *Navigating Nonfiction*, Session 18