

Rhetoric and Persuasion

Please have out paper and something to write with!

Warm-Up

- * In your own words, define:
 - * ETHOS
 - * PATHOS
 - * LOGOS
- * Put your homework on your desk. Make sure your name is on it.

What is rhetoric?

- The art or study of **using language effectively** and **persuasively**. [*American Heritage College Dictionary*]

Appeals

The writer/speaker uses different approaches to influence the audience's attitude toward the subject. These are:

1. Logos
2. Ethos
3. Pathos

Appeal to Logics (logos)

Logos appeals develop ideas with appropriate details and makes sure readers can follow the progression of ideas.

1. **Facts and Statistics**
2. **Appeal to Science**—uses scientific terminology to make a claim
3. **Card-Stacking or Half-Truths**—tells only the good points or information and omits the negative.

Appeal to Emotions (pathos)

Pathos appeal draws on the emotions and personal interests of the reader/ listener to provoke audience's sympathetic reaction and heighten emotional connections

1. **Loaded words**—word with strong connotation that leads the reader toward the argument
2. **Personal Stories**—to evoke sympathy
3. **Ordinary Folks**—uses simple values and down to earth talk—“I am one of you” statement
4. **Bandwagon**—suggest that one act now or be left behind by the group
5. **Testimonial**—“be like me” statement from a popular or respected person

Appeal to Ethics (ethos)

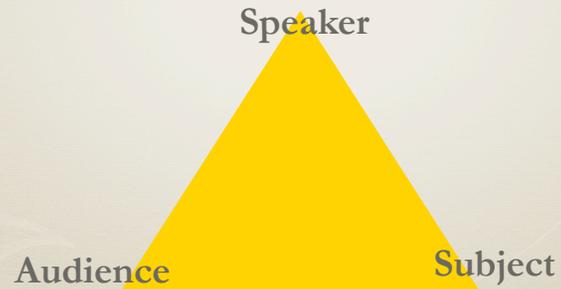
Ethos appeal draws upon the idea that audiences and speakers should assume the best intentions and most thoughtful search for truths.

1. **Demonstration**—of credibility, good-will, or knowledge
2. **Connection**—to the reader's own ethical or moral beliefs

“Ask not what your country can do for you - ask what you can do for your country.” John F. Kennedy

- Calls attention to ethical qualities of the speaker and listener (ethos)
- Proposes a solution to the country's problems by enlisting the citizens' help (logos)
- Calls forth emotional patriotism (pathos)

- Aristotle said that when a speaker begins to consider how to compose a speech, he/she must take into account 3 elements: the speaker, the audience, and the subject.



When analyzing argument, always consider the following:

1. Who is the speaker and what persona is he/she assuming?
2. Who is the audience?
3. What is the subject/ message? What is speaker trying to get the audience to change its mind about?

