

## Rhetoric and Persuasion

### Warm-Up:

- \* Brainstorm the meaning of these words: civil, effective, manipulative, and deceptive.
- \* Please set your homework on your desk. Make sure your name is on both articles.

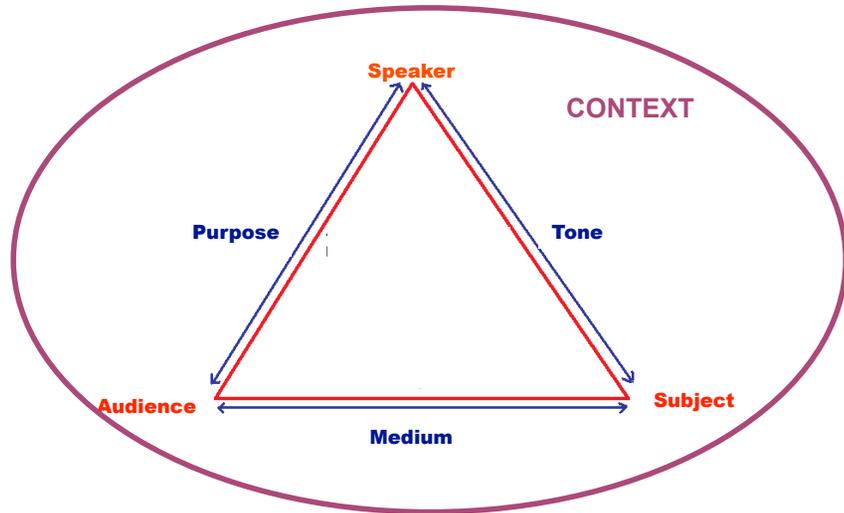
### What is rhetoric?

- The art or study of **using language effectively** and **persuasively**. [*American Heritage College Dictionary*]
- “Rhetoric may be defined as the faculty of **observing** in any given case the **available means of persuasion**.” [Aristotle]

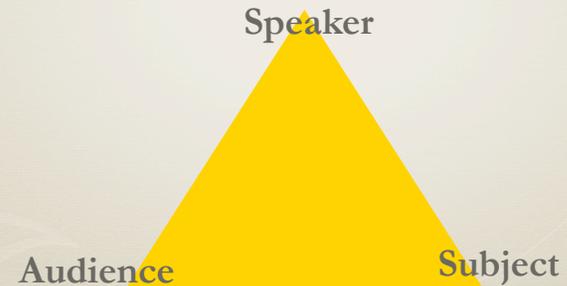
Aristotle believed that from the world around them, speakers could:

1. observe how communication happens
- and
2. use their observations to develop convincing arguments.

# The Rhetorical Triangle



- 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.



## Speaker

When analyzing rhetoric, always consider the following about the speaker

1. who they are and what is their *persona*
2. what they know and feel
3. what they've seen and done to find their *attitudes* toward a **subject** and their *understanding* of **audience**.

## Audience

When analyzing rhetoric always consider the following about the audience

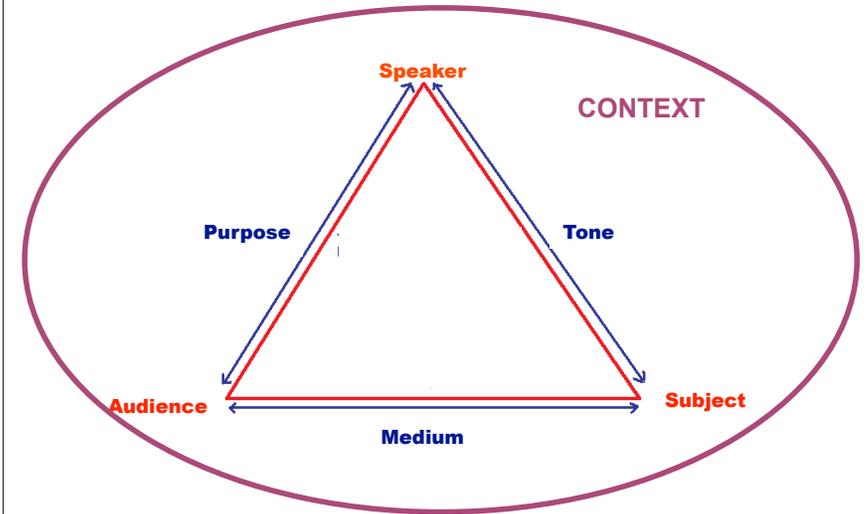
1. find out who the audience is/was
2. speculate about the audience's expectations and knowledge of subject
3. observe *how* the speaker communicates with the **audience**.

## Subject

When analyzing rhetoric always consider the following about the subject

1. evaluate what the audience knows already and needs to know
2. think of the different perspectives
3. determine what the speaker wants the audience to know or believe about the subject

## The Rhetorical Triangle



## Tone, Medium, and Purpose

**Tone**: The attitude of the speaker toward a subject

**Medium**: The instrument by which something is conveyed or accomplished (i.e. commercial, print ad, cartoon, letter, speech); the way in which the speaker connects the audience to the subject (i.e. the rhetorical appeals)

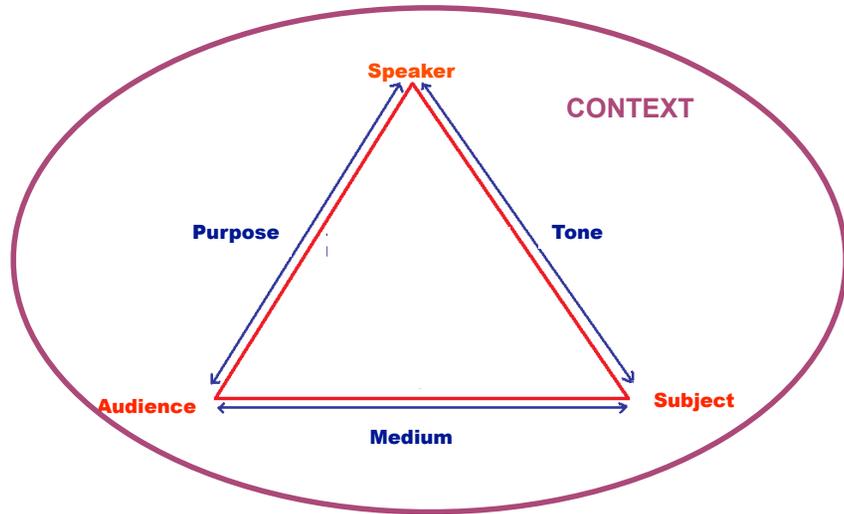
**Purpose**: An intended or desired result that determines the speaker's rhetorical decisions

How does the speaker want to change the audience?

## Context

- the set of circumstances or facts that surround a particular event, situation, etc.
  - In literature, consider events occurring before and after
  - In media, consider time period influences
- determines speakers' persuasive or rhetorical choices AND audiences' interpretation of the subject

# The Rhetorical Triangle



## 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 appeal develops 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)

## Warm-Up:

- \*Take out your Gettysburg assignment.
- \*In complete sentences, explain what you think the purpose of Lincoln's address was.

## Warm-Up:

- \*Take out your Columbia speech homework.
- \*In your notes...
  - \*What was the most effective aspect of President Bush's speech?
  - \*What was the least effective?