





**THE ART
OF
RHETORIC**

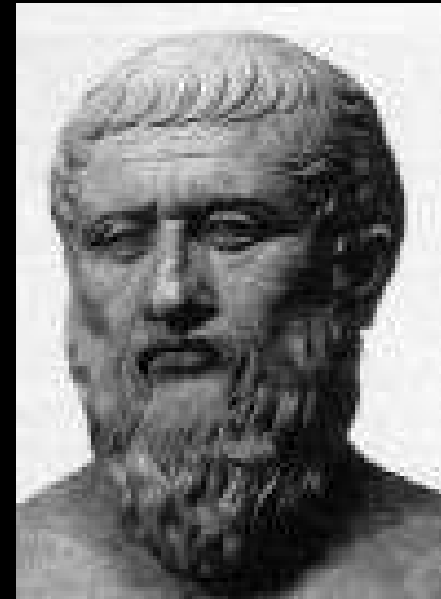
Rhetoric = The Art of Persuasion

The history of rhetoric and the concepts of persuasion began in Greece.



Meet Aristotle

Aristotle was a famous Greek philosopher who studied the art of persuasion.



Plato, another famous Greek philosopher, was his teacher.

Translated from Greek,
the word “philosopher” means
one who loves wisdom.

phil

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philosophe
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love

wisdom

one
who

philosopher

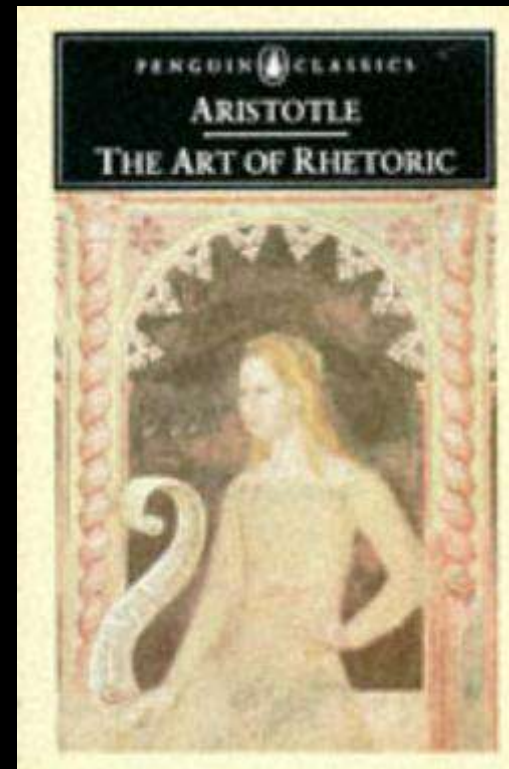
The Art of Rhetoric

In approximately 300 B.C.E., Aristotle, wrote a book entitled, *The Art of Rhetoric*. In his book, Aristotle identified the three methods of persuasion: **PATHOS**, **LOGOS**, **ETHOS**

Plato



Aristotle



Pathos, Logos, Ethos

PATHOS = pity

- ◆ appeal to emotion/sens appeal/senses
- ◆ “awwh” factor
- ◆ appeal to memory or common experience
- ◆ poetic persuasion (figurative language)

LOGOS = logic

- ◆ facts
- ◆ reason
- ◆ rationales (if...then...)

ETHOS = ethics

- ◆ credibility/trustworthy
- ◆ authority/superiority in society or subject
- ◆ doctors, judges, celebrities

Pathos

- **Pathos = pity (emotion)**
- **Pathos:** related to the words pathetic, sympathy, and empathy
- **Accept a claim based on how it makes you feel without fully analyzing the rationale behind the claim**
- **May persuade you with fear, love, patriotism, guilt, hate or joy**



Pathos, cont'd.

- Pathos is the use of emotional appeal.



Logos

- Logos = logic
- An “if...then...” argument
- Logos refers to any attempt to appeal to the intellect.
- The audience relies on reasoning and facts to make its decision.
- Numbers, polls and statistics are also examples of the Argumentative use of logic.



Ethos

- **Ethos = Ethics**
- **Refers to the trustworthiness of the speaker/writer.**
- **The speaker must establish moral credibility and expertise in his or her field in the mind of the audience**

When a judge comments on legal precedent, audiences tend to listen because it is the job of a judge to know the nature of past legal cases.



Persuasion in Advertising

- ◆ Review each of the following advertisements.
- ◆ Each one uses persuasion to sell a product or idea.
- ◆ Review each ad and determine which type of persuasion is being used.

#1 Pathos, logos, or ethos?

WILL HATE BRING IT
ALL BACK? WILL
IT BRING BACK
THE INNOCENCE?
THE SENSE OF
SECURITY? WILL IT
BRING BACK THE
HUSBANDS AND
WIVES AND SONS
AND DAUGHTERS?
WILL HATE MAKE
US BETTER THAN
THOSE WHO HATE
US? OR HEREBY
BRING US CLOSER
TO THEM? WILL HATE
HELP US DESTROY
OUR ENEMIES? OR
WILL IT LAUGH AS
WE DESTROY OUR-
SELVES? THERE ARE
THOSE WHO SAY WE
DON'T KNOW WHO
OUR ENEMY IS. BUT
WE DO. OUR ENEMY

IS A NEIGHBORHOOD
MOSQUE DEPAKED
BY VANDALS. AN
ARAB-AMERICAN
STOREKEEPER IN
FEAR OF REPRISAL.
A SCARED MUSLIM
CHILD BULLIED
BECAUSE SHE IS
DIFFERENT. HATE
IS OUR ENEMY.
AND WHEN WE
START TO HATE
OTHER AMERICANS,
WE HAVE LOST
EVERYTHING.
HATE HAS TAKEN
ENOUGH FROM US
ALREADY. DON'T
LET IT
TAKE
YOU.

AMERICANS STAND UNITED



(202) 429-5510
WWW.AAACENTR.ORG



#2 Pathos, logos, or ethos?



I'm a PC.



I'm a Mac.

Why you'll love a Mac.

Why upgrade to Vista when you can upgrade past it?

If upgrading to Vista means buying a new computer, there's a better way: get a Mac. It's simpler, more powerful, and a lot more fun.

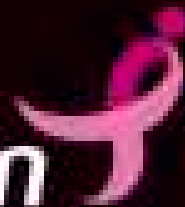
See the ad [→](#)

#3
Pathos,
logos, or
ethos?



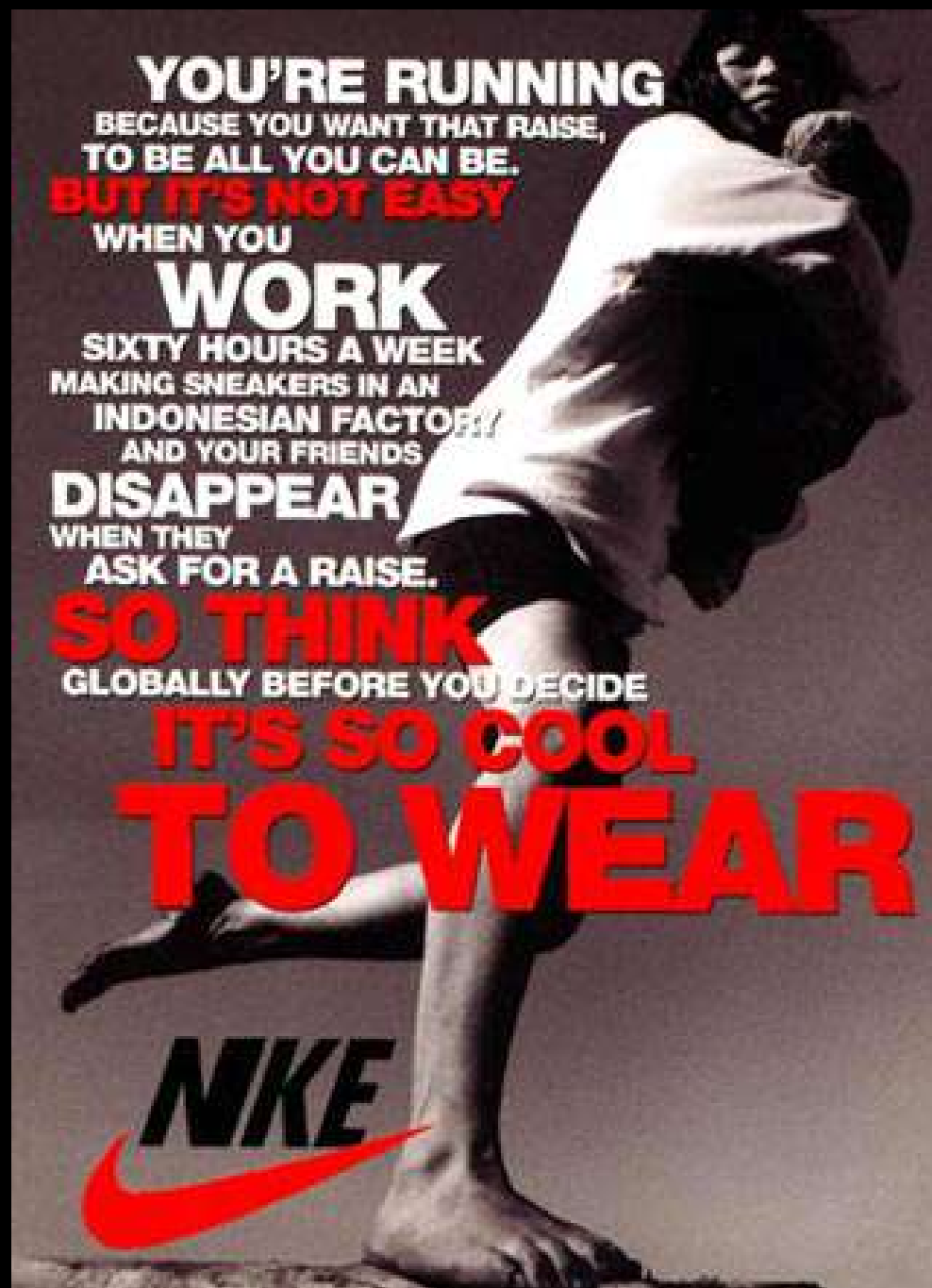
One promise, two sisters.

SUSAN G.
Komen
FOR THE
cure



Our promise is to save lives
and end breast cancer forever.

#4
Pathos,
logos, or
ethos?



YOU'RE RUNNING
BECAUSE YOU WANT THAT RAISE,
TO BE ALL YOU CAN BE.
BUT IT'S NOT EASY
WHEN YOU
WORK
SIXTY HOURS A WEEK
MAKING SNEAKERS IN AN
INDONESIAN FACTORY
AND YOUR FRIENDS
DISAPPEAR
WHEN THEY
ASK FOR A RAISE.
SO THINK
GLOBALLY BEFORE YOU DECIDE
IT'S SO COOL
TO WEAR

NIKE

#5
Pathos,
logos, or
ethos?



GRAB LIFE BY THE HORNS



#6
Pathos,
logos, or
ethos?



IT'S ANYTHING BUT CUTE.

#7
Pathos,
logos, or
ethos?



MICHELIN. BECAUSE SO MUCH IS RIDING ON YOUR TIRES.

At Michelin, we are guided by a single overriding concept: tires are as far as we are concerned the most important pieces of equipment you can put on your car.

Therefore, making the best tires possible, regardless of cost, has become an obsession with us.

That is why we melt our own steel for our steel-belted radials. Why each tire model is so long in the development stage. And even longer in the testing and manufacturing stages.

That is also why Michelins perform as well as they perform. And last as long as they last.

And, of course, why they cost more to buy.

Though you may find as many Michelin buyers do, they are up costing tires to own.



MICHELIN

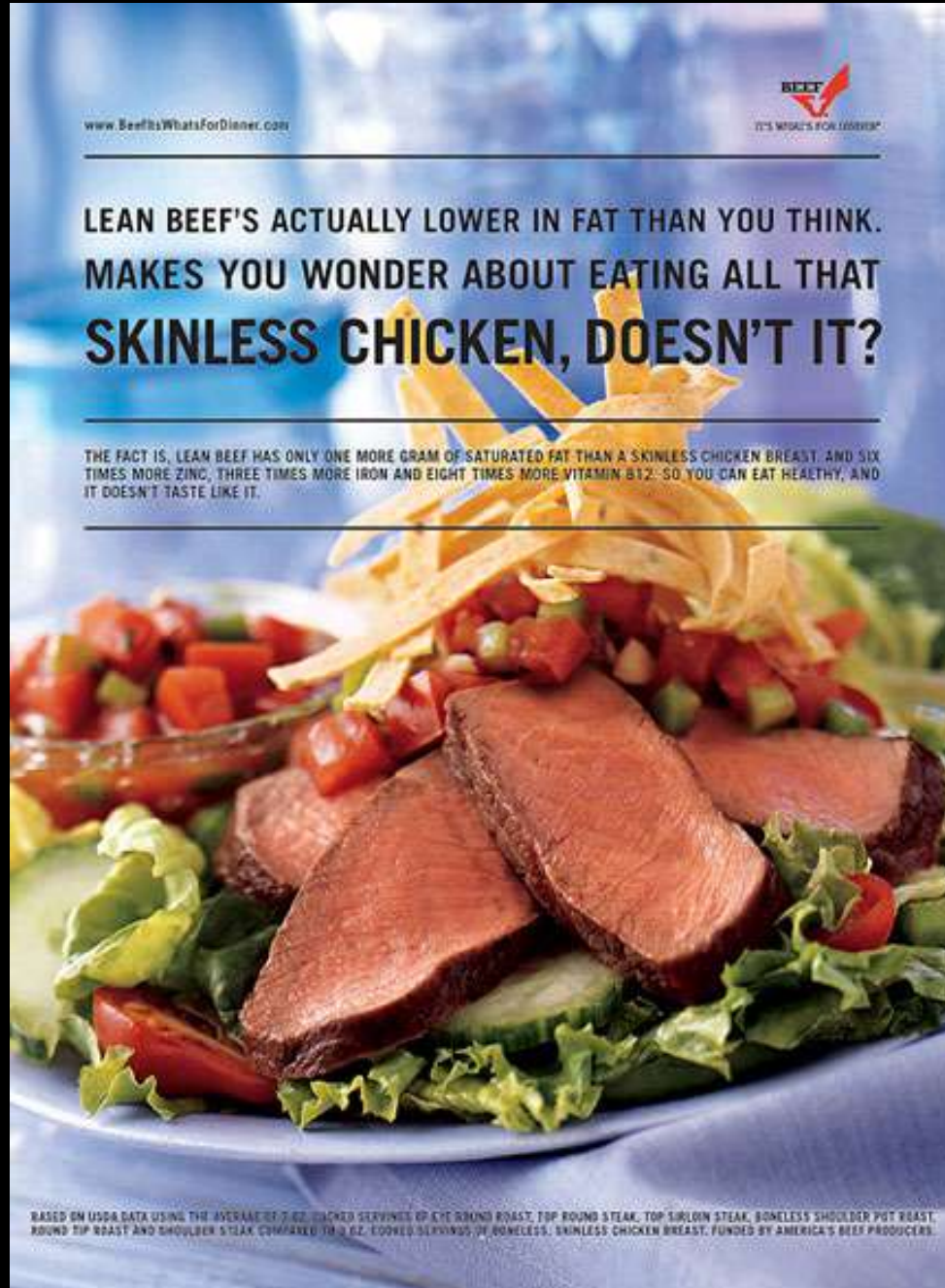
#8
Pathos,
logos, or
ethos?

www.BeefIsWhatsForDinner.com



LEAN BEEF'S ACTUALLY LOWER IN FAT THAN YOU THINK.
MAKES YOU WONDER ABOUT EATING ALL THAT
SKINLESS CHICKEN, DOESN'T IT?

THE FACT IS, LEAN BEEF HAS ONLY ONE MORE GRAM OF SATURATED FAT THAN A SKINLESS CHICKEN BREAST, AND SIX TIMES MORE ZINC, THREE TIMES MORE IRON AND EIGHT TIMES MORE VITAMIN B12. SO YOU CAN EAT HEALTHY, AND IT DOESN'T TASTE LIKE IT.



BASED ON USDA DATA USING THE AVERAGE 7 OZ. COOKED SERVINGS OF EYE ROUND ROAST, TOP ROUND STEAK, TOP SIRLOIN STEAK, BONELESS SHOULDER POT ROAST, ROUND TIP ROAST AND SHOULDER STEAK COMPARED TO A 3 OZ. COOKED SERVING OF BONELESS, SKINLESS CHICKEN BREAST. FUNDED BY AMERICA'S BEEF PRODUCERS.

#9
Pathos,
logos, or
ethos?

**Teaching
Children
To Hate
Will Never
Lead To Peace.**

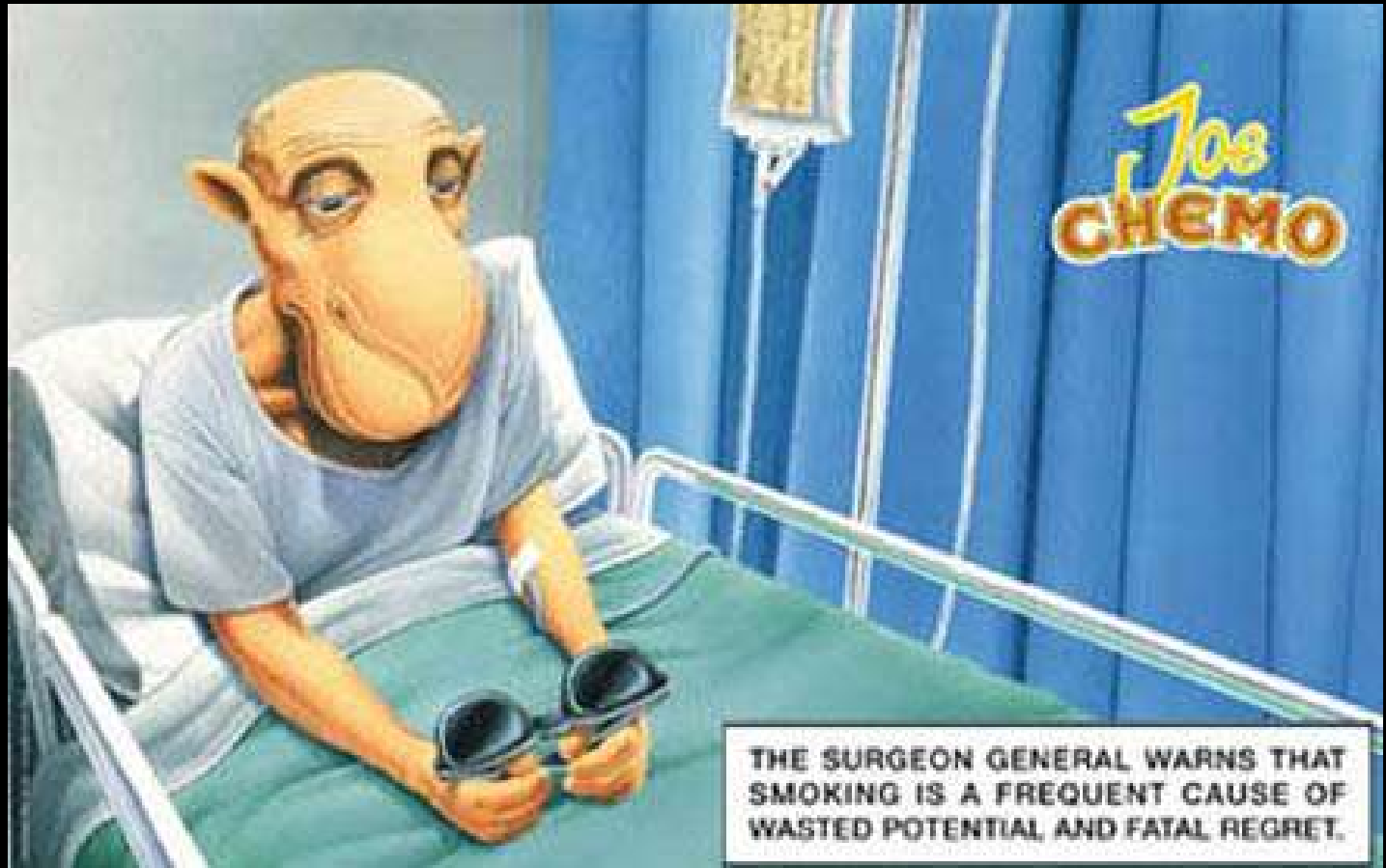
*Hamas, Hezbollah
and Islamic Jihad...
Change Your Charters and Your Future*

Israel Seeks A Partner For Peace.

Learn More at StandWithUs.com



#10
Pathos,
logos, or
ethos?



#11
Pathos,
logos, or
ethos?



There are some things you just
can't afford to gamble with.

When you get a cavity, there's no second chance.

That's why it's important that you know that more dentists recommend Crest for fighting cavities than all other toothpastes combined.

It's a point that's made rather

dramatically when you consider that Crest has prevented 523 million cavities since its introduction in 1955.

These are, of course, no sure things in your battle against cavities. But at least Crest helps put the odds in your favor.

The dentists' choice for fighting cavities.



Crest has been shown to be an effective cavity-preventive dentifrice that can be of significant value when used as a consistently applied program of oral hygiene and regular professional care. Council on Dental Therapeutics, American Dental Association. © 1987

#12
Pathos,
logos, or
ethos?



on with the
TRADITION



...of **SPREADING
CHEER**



This small gesture of
holiday cheer is a
gift to you. Now it's
your turn...



Using Pathos, Logos and Ethos in a Argumentative Essay

- In a good argumentative essay, all three types of persuasion should be employed.
- Begin with ethos (ethics) to provide reasons and connect with your audience.
- Next, employ logos (logic) and make your point with evidence and logic.
- Finally, end with pathos (appeal to emotions) to get your reader on your side.