

A Lesson on Rhetorical Appeals: Ethos, Pathos, Logos

Persuasion

A series of horizontal lines in teal and light blue colors, located on the right side of the slide, extending from the left edge of the text area.

Critical reading - Intro.

- As we become more critical readers we can use the knowledge of rhetorical appeals to analyze how an author is trying to persuade us.

Rhetoric

- Rhetoric is the art and skill of effective persuasive speaking and writing.
- Aristotle developed the Triangle of Rhetoric.
- You will study the three rhetorical appeals this quarter. We will connect other specific elements of argument (evidence, fallacies, etc.) back to the rhetorical appeals.
- You will likely encounter them in high school English and in college classes.

Basic Definitions

Appeal= the overall approach a writer/speaker uses to persuade an audience.

Pathos= an appeal to the audience's emotions.

Logos= an appeal to the audience's logic/reasoning.

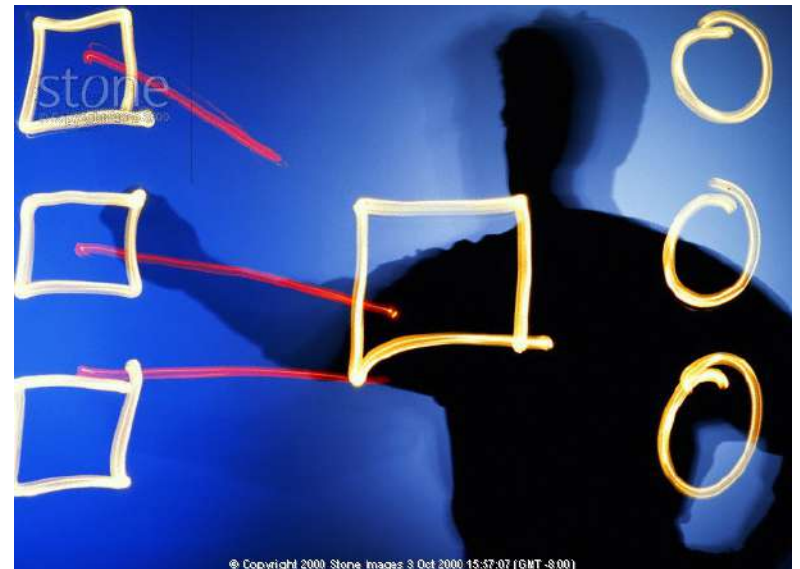
Ethos= an appeal to the audience's sense of .

Why is it important for me to understand these three terms?(box on right)

- Writers, artists, speakers, and advertisers use these appeals to persuade you all the time.
- In order to be a critical reader/thinker, you must be able to detect these appeals and how they impact your beliefs and actions.

Three Forms of Rhetoric...

- Ethos
- Logos
- Pathos



Ethos (Character & Credibility)



Trustworthiness

- **Ethos:** Appeal to our desire that the speaker/writer be an ethical person
- the source's credibility, the speaker's/author's authority

Why it Works:

- We tend to believe people that we respect, trust, and like.

Reader Response: “I like and trust this person. He really seems like he knows what he is talking about, and I don’t think he would be dishonest.”

Ethos Strategies

- Make the reader respect you.
 - One strategy: Admit that you do not know everything or that you can't magically make everything better.
 - "I don't have all the answers." "I've made my share of mistakes."
- Make the reader like your character or personality.
 - One strategy: Using humor to increase your likability and reliability.
- Make the reader trust and believe you.
 - Emphasizing your training and/or your direct experience with the topic.
 - Ex. "I've been teaching for 10 years..."
 - Ex. "I'm not a professional mechanic, but I've worked on cars in my spare time for years. That sounds to me like the timing belt is loose."
 - Ex. Emphasize the ways you and your audience are similar. (Background, concerns, etc.)
- Use vocabulary and grammar appropriate to your audience.
 - Ex.: Speaking casually with your peers, and formally with your boss or grandparents.

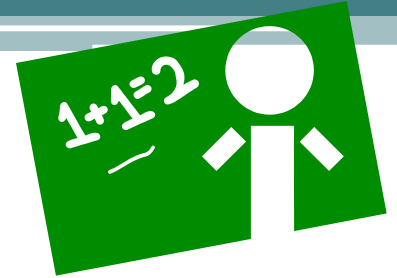
Ethos Example:



- Product: George Foreman and his Grilling Machine
- Credentials: Boxing Champ and a Preacher
- Do these ads rely more on Foreman's credibility (his expertise on grilling and small appliances) or on character (he has a good reputation as a preacher and a famous athlete, he wouldn't be dishonest)?
- What is another example of a person using ethos to increase the appeal of their argument?



Logos (Logical)



- **Appeal to Logic**
- **Logos:** persuasion by the use of reasoning

Why It Works:

- It makes the reader think about facts, reasons, causes and effects, etc.
- It establishes a conclusion that is more difficult to dismiss as silly or refute as wrong.

Reader Response: “That makes a lot of sense; it is hard to argue against that.”

Logos Strategies

- Clear and logical reasons to support claim.
- Provides a variety of evidence such as:
 - Factual data and statistics
 - Expert informed opinions
- Makes the reader rationally question a belief.
- Use mostly neutral language so there is no distraction from the reasonability of the argument.

Logos Example:

- Idea: Senior privilege should be expanded to include juniors because _____.
-
-
-

List three reasonable supporting reasons, facts and/or statistics that will support the this claim. Your audience is Mr. Olson, Mrs. Hogen, Mr. Nemenich, and Mr. Bain.

Pathos

- This is an appeal to emotions or feelings. It can appeal to “higher” emotions or “lower” emotions.
- **Why it Works:** Emotions of fear, love, hope, etc. are extremely powerful and shape decisions we make everyday. It draws a personal connection between the readers’ experience and the issue at hand.

Reader Response: “I am connected to this issue because _____. It makes me happy/sad/angry/worried/ etc. about it. What can I do?”

Pathos Strategies

- Loaded, Emotionally-charged language (positive or negative connotations)
- Personal narratives (anecdotes) of emotional events
- Vivid description
- Makes the reader feel a particular emotion.
(The advertisements for a product make you feel happy, so you come to connect happiness with the product. That little connection can be enough to make you pick it up instead of the competing product when you are choosing at the store.)

Pathos Example:

- How does this advertisement appeal to emotion? Why?



Does Your Husband Look Younger than You do?

You may side-step the tragedy that overtakes so many wives . . .

Glance about among your friends. How many of the wives look older than their years . . . and tragically older than their husbands?

Unfair though it may be, the tiny lines, the trace of wrinkles, the loss of skin tone and color, matter very little in the measure of a man's attractiveness . . . but they can make a heart-breaking difference in a woman's.

Yet thousands of women over thirty have learned to stop living by the calendar. They have found a way to *delay* the years . . . to combine the poise of maturity with a fresher, radiantly confident younger look. Their secret lies in the daily use of a famous cream—

Dorothy Gray Collagen Cream. And it can help you side-step the tragedy of the middle years.

A natural way to look younger after 30

Noted specialists have proved that estrogen hormones applied to the skin can help women look younger. And the hormones in Collagen Cream are natural substances, working in the most natural way in the world to counteract the effects of the gradual loss of your own beautifying hormones. They literally get under your skin . . . work from beneath to "plump up" dimpling lines and wrinkles, give skin a softer, fresher, truly younger look.

Happy results reported by women everywhere. Thousands have written gratefully to Dorothy Gray, reporting actual results of Collagen Cream. Here is a typical comment: "After using one jar of Collagen Cream, my skin appeared much softer and smoother, the lines were less noticeable . . . my complexion appeared much more youthful and supple."

COLLAGEN CREAM. Every ounce contains 10,000 International Units of natural estrogen hormones. Smooths Collagen Cream into your face faithfully every night, leaving no overnight when possible. Very soon you'll see results reflected in your own mirror—and in your husband's look of renewed interest. \$9.50 and 15.00 plus tax.

COLLAGEN LOTION . . . companion to Collagen Cream, with the same active hormone ingredient. Smooths over neck, hands, elbows; use as a prelude bath for effective 24-hour treatment. \$5.00 plus tax.

HORMONE HAND CREAM. A silky vanishing cream containing both hormones and emollients . . . ideal for to-die hands. Use daily. \$3.00 plus tax.



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Visit the Dorothy Gray Sales and let our salon experts demonstrate the famous Dorothy Gray beauty methods. Or call PLaza 5-4110 for an appointment.

Now, you try it!

Matching

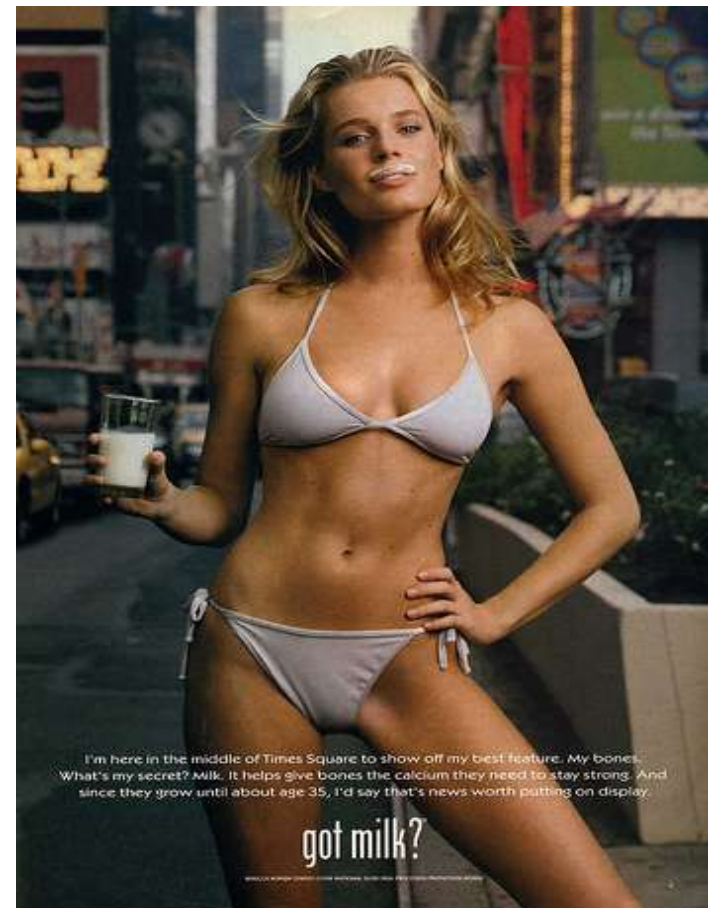
1. Homicide, robbery and arrest rates in 2005 were actually lower than they were in 2003.
2. This is no time to let down our guard on community violence," Dr. Satcher said. "Even so, our recent success in developing knowledge and tools to prevent serious violence gives us reason for optimism."
3. Dr. Satcher, the Surgeon General for the United States, has written an article examining community violence.

_____ethos _____logos _____pathos

Ethos? Logos? Pathos?



Both of these pictures represent the same model and actress, Rebecca Romijn. How does each ad shape Ethos differently? Why would the creators choose to do that? At what age and stage of life would a woman best relate to each ad?



Ethos? Logos? Pathos?



- “There’s a lot of misinformation out there about sugars made from corn. Truth is, high fructose corn syrup is nutritionally the same as table sugar. The same number of calories, too. As registered dietitians recommend, keep enjoying the foods you love, just do it in moderation. We welcome a healthy discussion. Get the facts. You’re in for a sweet surprise.”
- ---American Corn Refiners Association

Ethos? Logos? Pathos?



SWITCH TO
ALLSTATE
TODAY
AND GET UP TO AN EXTRA
10% OFF

LEGAL

 **Allstate**

QUOTE NOW

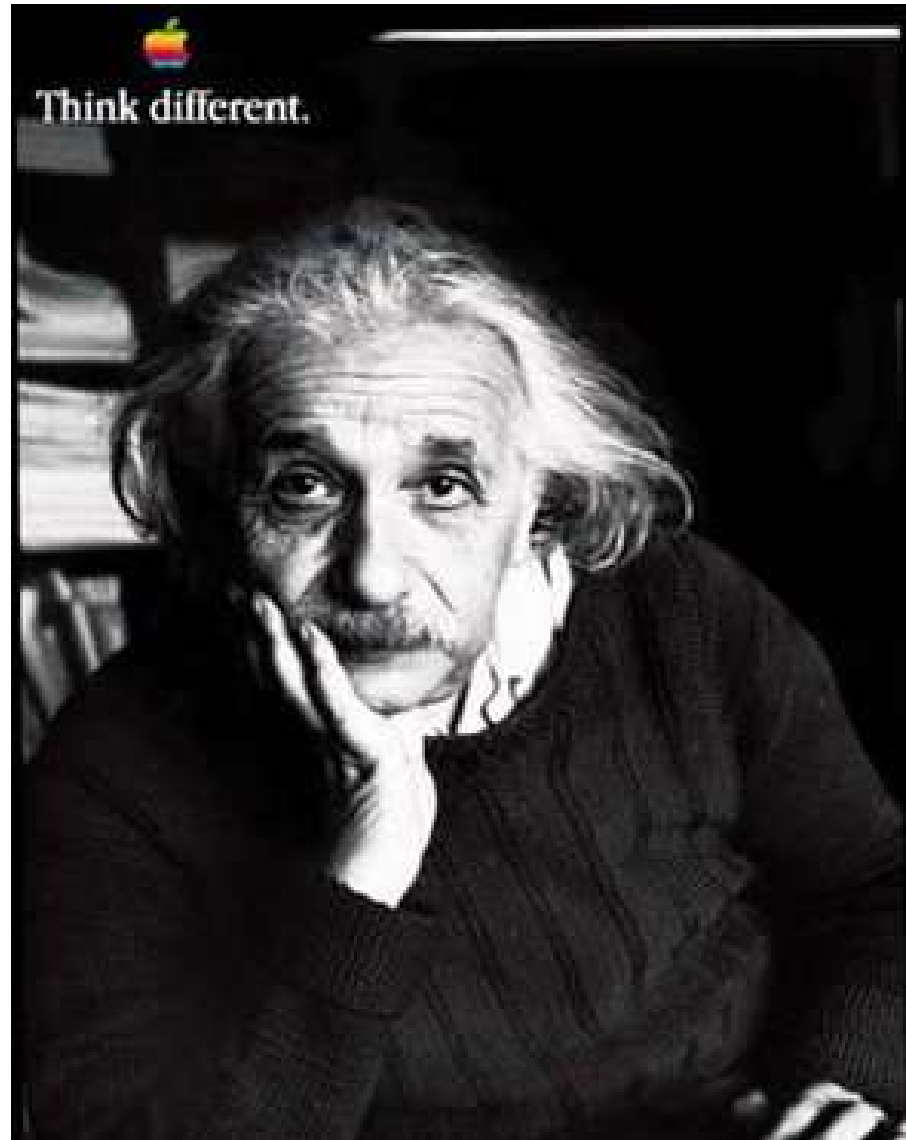
Ethos? Logos? Pathos?



Ethos? Logos? Pathos?



Ethos? Logos?
Pathos?



Ethos? Logos? Pathos?



Ethos? Logos? Pathos?

<http://www.youtube.com/watch?v=7OIEFo2axGE>



Ethos? Logos? Pathos?

The Nissan LEAF. 100% electric.

Nissan introduces the LEAF, a battery-powered four-door hatchback with a range of 100 miles and a top speed of 87 miles an hour.

