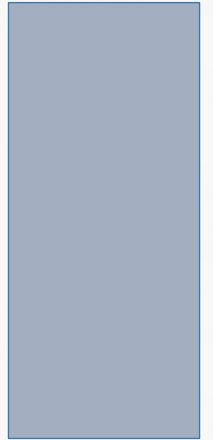


RHETORICAL ARGUMENTS

ETHOS, LOGOS, PATHOS



I CAN

- Determine how an author uses rhetoric to convince an audience to act on something.
- Understand how rhetorical devices contribute to meaning

LOGOS

- Appeal to the intellect
- Academic arguments
- Logical chains of reasoning supporting all claims

LET'S COMPARE ETHOS AND PATHOS!

ETHOS

- **Rhetor** is well-informed about the topic
- Confident in his or her position
- Sincere and honest
- Understanding of concerns and possible objections
- Humane and considerate

PATHOS

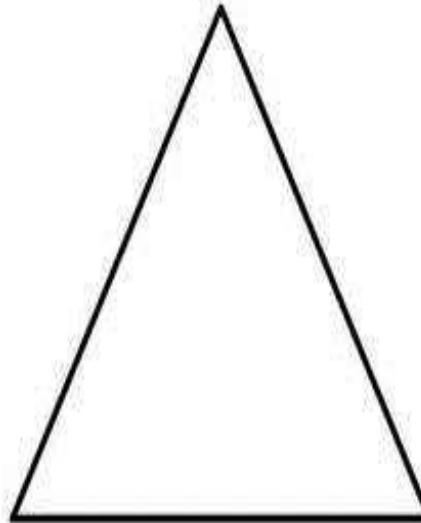
- About the **audience**
- Relies on emotions and feelings
- Direct and simple, but very powerful
- Can be manipulative

LOGOS

Logic/reason/proof

Main technics:

- Structure of the speech (opening/body/conclusion)
- References to studies, statistics, case studies...
- Comparisons, analogies, and metaphors.



ETHOS

Credibility/trust

Main technics:

- Personal branding
- Confidence in delivery
- Cites credible sources

PATHOS

Emotions/Values

Main technics:

- Stories
- Inspirational quotes
- vivid language

LET'S REVIEW (8%)

- "Mom, cell phones can make a difference in emergency situations."
- Pathos!

LET'S REVIEW (50%)

- "Psychiatrists say that smoking can increase schizophrenia in teens."
- Logos!

LET'S REVIEW (58%)

- " Give blood. Save a life."
- Pathos!

LET'S REVIEW

- Pathos!



LET'S REVIEW

- Ethos!



EXAMPLE #1

Many advertisers for consumer goods aim at making us insecure about our attractiveness or social acceptability, and then offer a remedy for this feeling in the form of their product. This is common with toothpaste, chewing gum, clothing, hair products, and cars.

- Is this an example of Ethos, Pathos or Logos?
 - Why?
- PATHOS

EXAMPLE #2

You're at the dentist and you leave with a new whitening toothpaste. On the tube, it says, "In a research study, 49% of patients saw improved whiteness and less plaque in 2-3 weeks."

- Is this an example of Ethos, Pathos or Logos?
- Why?

• LOGOS

EXAMPLE #3

When an actor in a pain reliever commercial puts on a doctor's white coat, the advertisers are hoping that wearing this coat will give the actor the authority to talk persuasively about medicines.

- Is this an example of Ethos, Pathos or Logos?
- Why?

- ETHOS

CONVINCE ME!

- Convince Ms. Steiner to not give you homework tonight.
- Convince your parents to extend your curfew an extra hour this weekend.
- Convince Mr. Phelps that students should be allowed to wear hats during the school day.
- **Create three arguments from your assigned rhetorical device.**

A LETTER FROM THE BIRMINGHAM JAIL

- What was MLK's exigence?
- Who was his audience?
- What was his purpose?

HIGHLIGHTING

Use this color key to highlight the rhetorical appeals in the Letter from a Birmingham Jail:

Orange: use of an emotional appeal or pathos

Green: use of appeal to authority or reputation or ethos

Blue: use of an appeal to logic or logos

Pink: the opposition's arguments

A LETTER FROM THE BIRMINGHAM JAIL

- MY DEAR FELLOW CLERGYMEN:
- While confined here in the Birmingham city jail, I came across your recent statement calling my present activities "unwise and untimely."
- Seldom do I pause to answer criticism of my work and ideas. If I sought to answer all the criticisms that cross my desk, my secretaries would have little time for anything other than such correspondence in the course of the day, and I would have no time for constructive work.
- But since I feel that you are men of genuine good will and that your criticisms are sincerely set forth, I want to try to answer your statements in what I hope will be patient and reasonable terms.

A LETTER FROM THE BIRMINGHAM JAIL

- I think I should indicate why I am here in Birmingham, since you have been influenced by the view which argues against "outsiders coming in."
- I have the honor of serving as president of the Southern Christian Leadership Conference, an organization operating in every southern state, with headquarters in Atlanta, Georgia. We have some eighty-five affiliated organizations across the South, and one of them is the Alabama Christian Movement for Human Rights.
- Frequently we share staff, educational and financial resources with our affiliates. Several months ago the affiliate here in Birmingham asked us to be on call to engage in a nonviolent direct-action program if such were deemed necessary. We readily consented, and when the hour came we lived up to our promise.
- So I, along with several members of my staff, am here because I was invited here I am here because I have organizational ties here.

HOMEWORK

- Highlight the rhetorical arguments in the first two pages of Letter from a Birmingham Jail.