What is Rhetoric?

- **Rhetoric (n)** - the art of persuasion.

  – According to Aristotle, rhetoric is "the ability, in each particular case, to see the available means of persuasion." He described three main forms of rhetoric: **Ethos, Logos, and Pathos**.

- In order to be a more effective writer, you must understand these three terms. You will better understand their meanings which will make your writing more persuasive.
Three Forms of Rhetoric...

- Ethos
- Logos
- Pathos
Ethos (Credibility)

- **Ethos**: the source's credibility, the speaker's/author's authority

- We tend to believe people whom we respect. One of the central problems of argumentation is to project an impression to the reader that you are someone worth listening to, in other words making yourself as author into an authority on the subject of the paper, as well as someone who is likable and worthy of respect.
ETHOS IN A NUTSHELL

▪ THE PERSON IS
  – QUALIFIED/CREDIBLE
  – HAS GOOD MORALS
  – HAS GOOD ETHICS
  – HAS GOOD INFORMATION
  – HAS GOOD TONE

▪ WE RESPECT THIS PERSON
Ethos Example:

- Product: George Foreman and his Grilling Machine
- Repertoire: Boxing Champ and a Preacher

Why is George Foreman credible?
Logos (Logical)

- **Logos**: the logic used to support a claim; can also be the **facts** and **statistics** used to help support the argument.

  – Persuading by the use of reasoning.
  – An effective and persuasive reason that supports your ideas.
EXAMPLES IN ADVERTISING: LOGOS RELIES ON LOGIC AND EVIDENCE

Pedigree

Every dog deserves leading nutrition.
From wet nose to wiggly butt.

Verizon Wireless

5X More 3G Coverage

Yahoo! Mail

Not all Inboxes are created equal.
That's why millions of users worldwide choose Yahoo! Mail.

Cool Features

- Unlimited storage
- Chat
- Drag & Drop
- Autocheck
- Tab View

The Other Guys
Pathos (Emotional)

- **Pathos**: persuading by appealing to the reader's emotions. Language choice affects the audience's emotional response, and emotional appeal can effectively be used to enhance an argument.

- How? Anecdotal writing or narratives within persuasive writing
Pathos Example:

- How does this advertisement appeal to emotion? Why?
What rhetorical device(s) are these ads using?

- **Ethos, Logos, or Pathos?**

- **Ethos**: The insulation company uses the integrity of the space capsule program and astronauts to sell their product.
What is this ad using?

- Ethos, Logos, or Pathos?

- Pathos: This ad is trying to persuade men to bulk up by using the emotion of self esteem, or self doubt, or insecurity.
What device does this use?

- **Ethos, Logos, or Pathos?**

- **Logos:** The ad uses reason to sell the product. The black box describes all of the benefits to drinking the product.
Rhetorical Fallacies

writing that is false or misleading

Trust your intuition. You don't need to explain or justify your feelings to anyone, just trust your own inner guidance, it knows best.

You smell like hidden motives, get away from me.

- Rachel Wolchlin
Rhetorical Fallacy #1

False Assumptions

- False: Contrary to fact or truth
- Assumption: a statement that is assumed to be true and from which a conclusion can be drawn

Put it all together: a false statement that is assumed to be true
False Assumptions

There is a cabin on the side of a mountain. Three people are inside and they are dead. How did they die?
False Assumptions

**Answer:** They were killed in a plane crash. The three people were the pilot, co-pilot, and navigator. They crashed in a snow storm.

**False Assumption:** That the cabin was a mountain cabin. It was actually the cabin of a jetliner.
Rhetorical Fallacy #2
Leading Questions

A question that implies and answer

How much longer can we afford to wait?
Rhetorical Fallacy #3

Loaded Terms

words with strong emotional connotations that go beyond the dictionary definitions

<table>
<thead>
<tr>
<th>Positive words</th>
<th>Negative words</th>
<th>Words that are neither positive nor negative</th>
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<tbody>
<tr>
<td>better</td>
<td>new</td>
<td>dangerous</td>
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<tr>
<td>exciting</td>
<td>nuisance</td>
<td>delight</td>
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<tr>
<td>raw</td>
<td>safe</td>
<td>rough</td>
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<td>quiet</td>
<td>science</td>
<td>educational</td>
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<td>delicious</td>
<td>scary</td>
<td>wild</td>
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<tr>
<td>wet</td>
<td>soaked</td>
<td>challenging</td>
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<td></td>
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<td>difficult</td>
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Rhetorical Fallacy #4

Caricature

a picture, description, or imitation of a person or thing in which certain striking characteristics are exaggerated in order to create humor or disgust
Rhetorical Fallacy #5
Glittering Generality

A commonly admired virtue is used to inspire positive feelings for a person, idea, or product.

• Words like truth, democracy, beauty, timeless are examples of those general terms.
**More Persuasion Terms to know**

**And**

**Helpful tips**

<table>
<thead>
<tr>
<th><strong>APPEALS</strong></th>
<th><strong>WHAT WE MAY SEE...</strong></th>
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</thead>
<tbody>
<tr>
<td>ETHOS</td>
<td>allusion; citing a highly credible source (someone famous, doctor, teacher)</td>
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<tr>
<td>Appeal to a person’s credibility</td>
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</tr>
<tr>
<td>PATHOS</td>
<td>Anecdote, imagery, figurative language</td>
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<td>Appeal to a person’s emotion</td>
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<tr>
<td>LOGOS</td>
<td>Definition, evidence, addressing counterarguments</td>
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<td>Appeal to a person’s logic</td>
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</table>
allusion—a brief and indirect reference to a person, place, thing or idea of historical, cultural, literary or political significance.

Example:

“He’s a real Romeo with the ladies.”

Romeo & Juliet
anecdote—a short and amusing or interesting story about a real incident or person

Example sentence:

A group of coworkers are discussing pets, and one coworker tells a story about how her cat comes downstairs at only a certain time of the night, then that one coworker has just told an anecdote.
source—a book, person, etc. supplying information

Example sentence:
The reporter refused to reveal his sources.
counterargument—argument made to disprove the opposing view

- Address your counter argument and make sure you prove the argument they have to be incorrect

<table>
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<tr>
<th>COUNTER ARGUMENT EXAMPLE:</th>
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<tbody>
<tr>
<td><strong>Your detail:</strong> Cell phones will be ring in class and cause classroom disruptions.</td>
</tr>
<tr>
<td><strong>Counter argument:</strong> Some students are already “illegally” using cell phones in classes and they don’t ring out and cause disturbances.</td>
</tr>
<tr>
<td><strong>Your reply:</strong> I understand that some students are already using cell phones in class without permission, but because they know that they are breaking the rules, they are more careful. The problem of classroom disruptions will escalate if students are freely allowed to have their cell phones in class because they won’t feel like they are breaking the rules if it rings.</td>
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assertion—a claim or declaration

Example sentence:
The assertion that all men have inalienable rights is set forth in the Declaration of Independence.

Claiming all ladies prefer Antwerpen Toyota
commonplace assertion—an assertion that is held to be true by most people but is **not** backed up with facts

Examples:

- All blondes are dumb
- All boys are stronger than girls
- All Pit Bulls are dangerous
- Playing with frogs gives you warts
- America is the richest country
assumption—hypothesis or guess

Example sentence: He made an assumption about my job based on the clothes I was wearing.

Person 1
Situation: A man lying in the gutter.
Inference: The man’s a bum.
Assumption: Only bums lie in gutters.

Person 2
Situation: A man lying in the gutter.
Inference: The man is in need of help.
Assumption: Anyone lying in the gutter is in need of help.
premise—an idea on which an argument is based

(pre means before!)

Example:
Premise: Identical twins often have different IQ scores.
Premise: Identical twins inherit the same genes.
Argument: So environment must play some part in determining IQ.