

RHETORICAL APPEALS

*** Ethos * Pathos * Logos ***

CLAIM & COUNTERCLAIM

Claim: The overall thesis the writer/speaker will argue for; the argument.

Counterclaim: A claim that negates or disagrees with the claim/thesis.

a.k.a. point/counterpoint

What is Persuasion?

Presenting the "Argument"

- **Goal:** to change others' point of view or to move others to take action.



What is Rhetoric?

- **Rhetoric** (n) - the art of speaking or writing effectively (Webster's Definition).
- 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 (rhetorical appeals or devices):

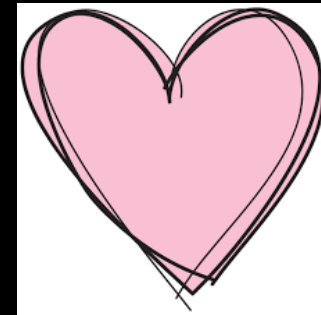
Ethos, Pathos, and Logos

3 Rhetorical Appeals:

Ethos: Speaker's credibility



Pathos: Appeal to audience's emotions



Logos: Appeal to audience's logic



Pathos **Ethos** **Logos**



Pathos **Ethos** **Logos**



Ethos: CREDIBILITY



Ethos: the speaker's/author's credibility or authority

- Greek for 'character' ('ethics' derives from 'ethos')
- The writer/speaker presents him or herself to the audience as a credible, trustworthy, honest, and ethical expert.
 - May mention degrees, experience, etc.
 - The writer/speaker can also reference others who are credible within the argument. For example, using a celebrity within a commercial.
- **EFFECT**: The audience believes the speaker/writer



Using Ethos

- Establish your credibility:

- Does the audience *respect* you?
- Does the audience believe you are of *strong, moral character*?
- Does the audience believe you are generally *trustworthy*?
- Does the audience believe you are an *authority* on this topic?
- Do you include verbal credits establishing outside source's credibility?

Keep in mind that it isn't enough for *you* to know that you are a credible source. Your audience must know this. **Ethos** is your level of credibility as perceived by your audience.

Ethos Example

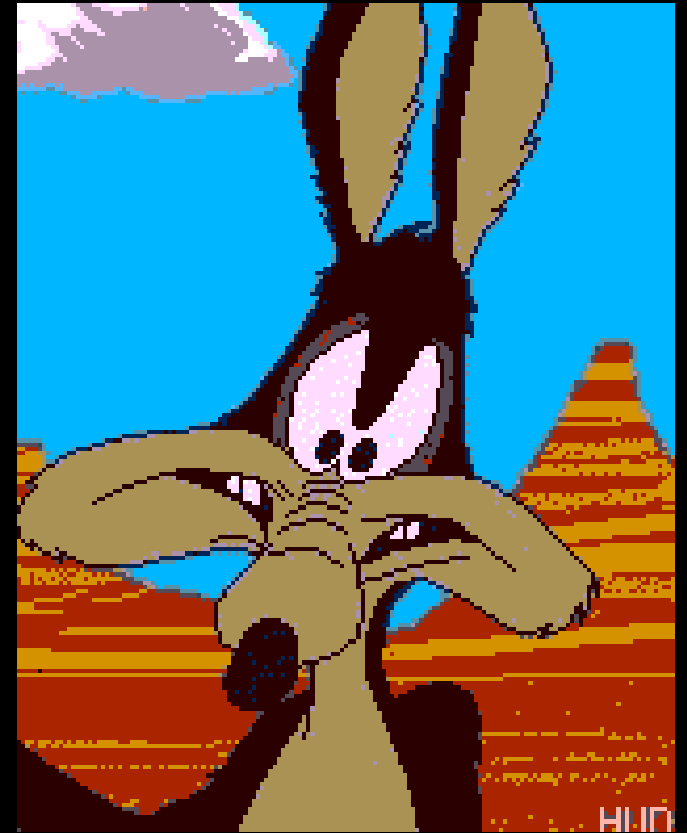
People—crippled or not—wince at the word “cripple,” as they do not at “handicapped” or “disabled.” Perhaps I want them to wince. I want them to see me as a tough customer, one to whom the fates/gods/viruses have not been kind, but who can face the brutal truth of her existence squarely. As a cripple, I swagger.

—Nancy Mairs, “On Being a Cripple”

- Note how Nancy Mairs establishes her **credibility, trustworthiness, and authority** to write about this subject by being **honest**. Mairs admits she is uncertain about her own **motives** and shows she understands the discomfort others’ have with this subject.

Ethos Example

- Our spokesperson, Mr. Coyote says *"I'm not really a coyote, but I play one on tv. I've used Acme products for years. Their slingshots, rocket launchers, crowbars, pogo sticks, and power pills are the best around. And don't forget their high-powered dynamite! I buy everything from Acme. They are the company that I trust the most."*



REVIEW

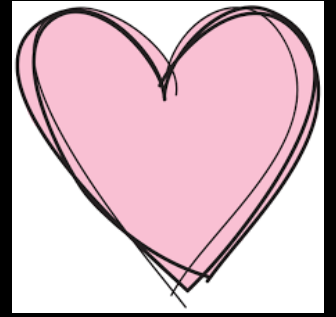
Ethos: argument based on speaker's moral character and credibility.



The writer or speaker presents him or herself to the reader/audience as a credible, trustworthy, honest, and ethical expert.



Pathos: EMOTION



- **Pathos**: appeals to the audience's sense of emotion
- Greek for 'suffering' or 'experience' (sympathy, empathy...feeling)
- Uses emotional or motivational appeals through vivid diction, language, imagery, and details
- To make the audience feel something about what is presented
 - Children, animals, illness, memories, etc.
 - “Tugs at your heart strings”
 - There is a potential for harm if the claim is not heeded
- **EFFECT: Evokes/triggers an emotional response**

Using Pathos

- Do your words evoke feelings of ... love? ... sympathy? ... fear?
- Do your visuals evoke feelings of compassion? ... envy?
- Does your characterization of the competition evoke feelings of hate? Contempt? Belonging?
- Emotional connection can be created in many ways by a speaker, perhaps most notably by **anecdotes** (*brief stories*), but also with analogies, similes, and metaphors.
- It is often to link an aspect of the primary message with a triggered, common emotional response from the audience.

Pathos Example

What is the
photographer's
claim?

This appeals to
which
emotion(s)?
How? Why?



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

Dorothy Gray Cellogen 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 estrogenic hormones applied to the skin can help women look younger. And the hormones in Cellogen

Cream are natural substances, working in the most natural way in the world to counteract the effects of the gradual loss of your own



Happy results reported by women everywhere. Thousands have written gratefully to Dorothy Gray, reporting actual results of Cellogen Cream. Here is a typical comment: "I have used Cellogen Cream and

Pathos Example

In the following example from a speech by Winston Churchill, note the use of **collective “we,”** and of **anaphora** (*repetition of a word or group of words at the beginning of items in a series*). This **repetition** emphasizes the point and expresses passion and emotion. Moreover, the repetition affects the audience emotionally and **evokes a sense of belonging, unity, and responsibility** as they are part of the whole “we.”

Pathos Example

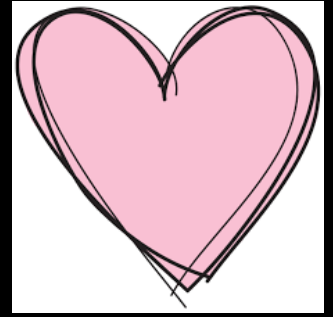
We shall not flag or fail. We shall go on to the end. We shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills. We shall never surrender.

—Winston Churchill, speech to the House of Commons, June 4, 1940

REVIEW

Pathos: argument
based on emotions

Using pathos means
appealing to readers'/
audience's feelings.



Logos: LOGIC



Logos: appeals to audience's sense of logic and reason.

- Greek for 'word' ('logic' derives from 'logos')
- Using logos means appealing to the readers' sense of what is logical.
- Very straightforward, objective and not "fluff". It has a very scientific, factual approach. Often includes facts, data, statistics, and "if-then" analogies/reasoning.

EFFECT: Evokes a cognitive, rational response

Using Logos



- Does your message make sense?
- Is your message based on facts, statistics, and research-based evidence? Do you avoid opinions?
- Will your call-to-action lead to the desired outcome that you promise?



Logos Example

Claim: *Students should be allowed to use cell phones during school hours.*

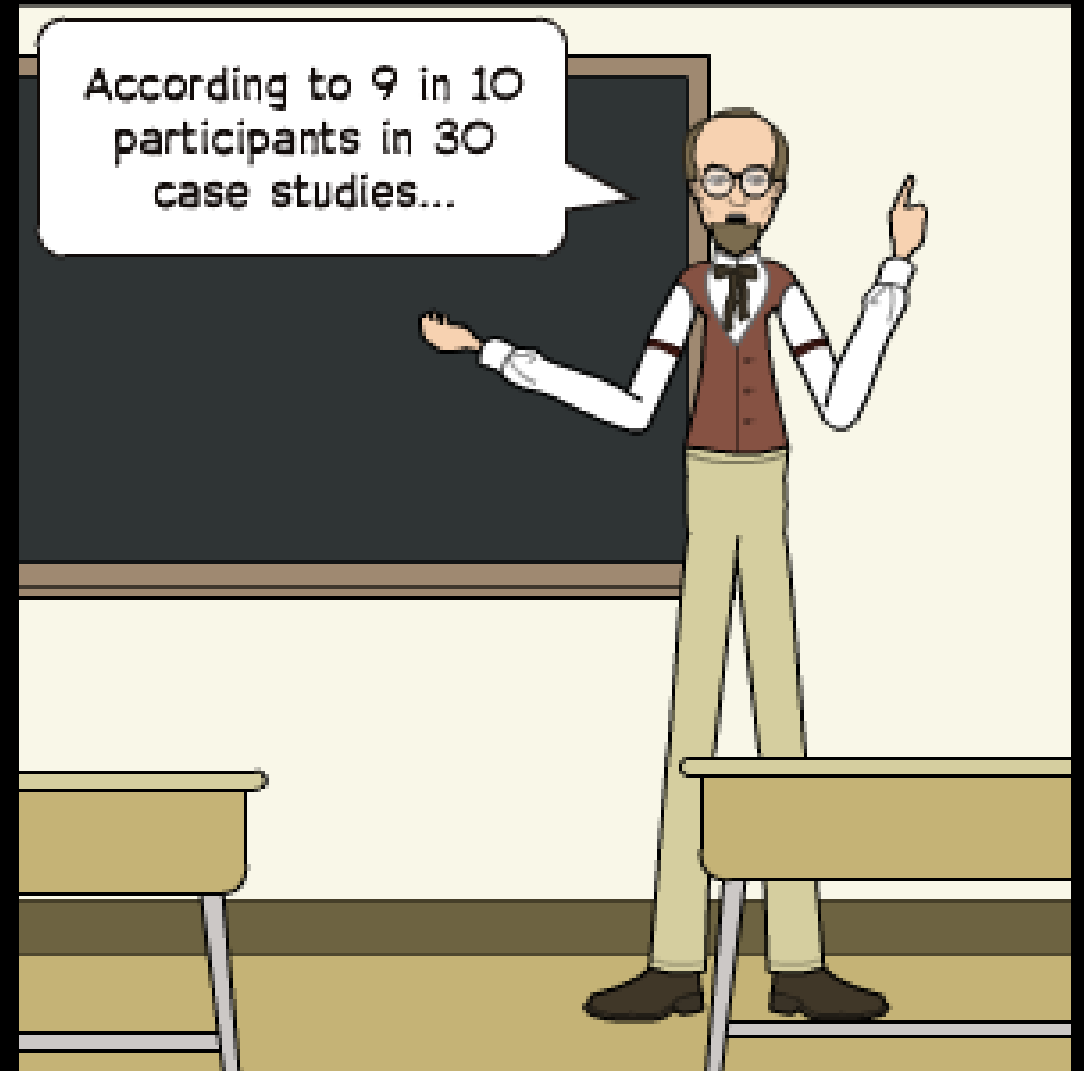
List three supporting **facts** and/or **statistics** that support the aforementioned claim.

- *****
- *****
- *****



Logos Examples

If you practice your speech, then you will feel more confident and speak more effectively.



Logos Example

“We don’t have single-sex toilets at home, and we don’t need them at the office. Then there’s also the small question of efficiency. I see my male colleagues waiting in line to use the men’s room, when the women’s toilet is unoccupied. Which is precisely why Delta Airlines doesn’t label those two bathrooms at the back of the plane as being solely for men and women. It just wouldn’t fly.”

- Note how Ian Ayres uses evidence from personal experience (*his work environment, Delta Airlines, the University of Chicago*). Ayres also appeals to his audience’s sense of reason by discussing efficiency.

REVIEW

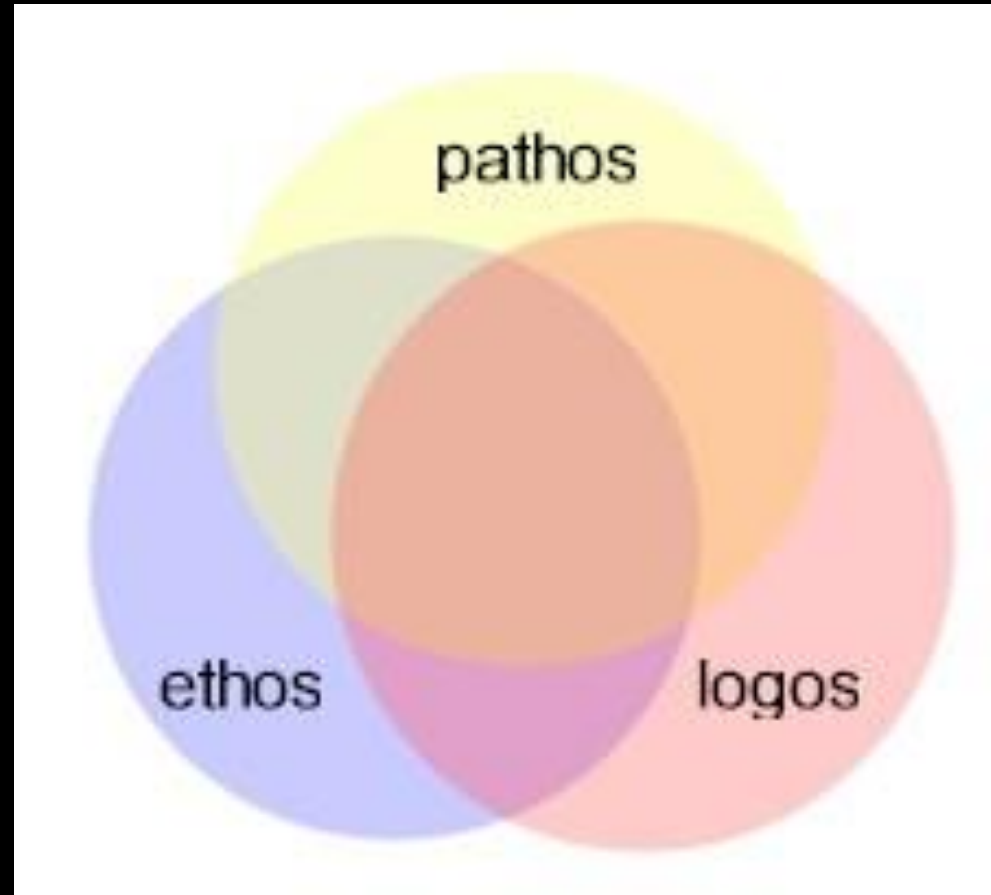
Logos = argument based on facts, evidence, and reason

Using logos means appealing to the readers'/ audience's sense of what is logical.



Should persuasive writing/speaking use more than one rhetorical appeal?

Yes! The more appeals used, the more likely the reader will connect with, believe, and act on the claim.



Ethos, Pathos, or Logos?

"I will end this war in Iraq responsibly, and finish the fight against al Qaeda and the Taliban in Afghanistan. I will rebuild our military to meet future conflicts. But I will also renew the tough, direct diplomacy that can prevent Iran from obtaining nuclear weapons and curb Russian aggression. I will build new partnerships to defeat the threats of the 21st century: terrorism and nuclear proliferation; poverty and genocide; climate change and disease. And I will restore our moral standing, so that America is once again that last, best hope for all who are called to the cause of freedom, who long for lives of peace, and who yearn for a better future."

Democratic Presidential Candidate Acceptance Speech by Barack Obama. August 28th, 2008.

ETHOS (or **PATHOS**)

Why?

Ethos, Pathos, or Logos?

"However, although private final demand, output, and employment have indeed been growing for more than a year, the pace of that growth recently appears somewhat less vigorous than we expected. Notably, since stabilizing in mid-2009, real household spending in the United States has grown in the range of 1 to 2 percent at annual rates, a relatively modest pace. Households' caution is understandable. Importantly, the painfully slow recovery in the labor market has restrained growth in labor income, raised uncertainty about job security and prospects, and dampened confidence. Also, although consumer credit shows some signs of thawing, responses to our Senior Loan Officer Opinion Survey on Bank Lending Practices suggest that lending standards to households generally remain tight."

The Economic Outlook and Monetary Policy by Ben Bernanke.
August 27th, 2010

LOGOS

Why?

Ethos, Pathos, or Logos?

- "I am not unmindful that some of you have come here out of great trials and tribulations. Some of you have come fresh from narrow jail cells. And some of you have come from areas where your quest -- quest for freedom left you battered by the storms of persecution and staggered by the winds of police brutality. You have been the veterans of creative suffering. Continue to work with the faith that unearned suffering is redemptive. Go back to Mississippi, go back to Alabama, go back to South Carolina, go back to Georgia, go back to Louisiana, go back to the slums and ghettos of our northern cities, knowing that somehow this situation can and will be changed."

I Have a Dream by Martin Luther King Jr. August 28th, 1963

PATHOS

Why?

Ethos, Pathos, and Logos can also be Found in **Advertising!**

Imagine the following advertisements and let's decide as a class whether they would be an example of Ethos, Pathos, or Logos.



Ethos, Pathos, or Logos?

A child is shown covered in bug bites after using an inferior bug spray.



PATHOS

Why?

Ethos, Pathos, or Logos?

Tiger Woods
endorses Nike.



ETHOS

Why?

Ethos, Pathos, or Logos?

Sprite Zero is
100% sugar-free.



LOGOS

Why?

Ethos, Pathos, or Logos?

A 50-oz. bottle of Tide holds enough to wash 32 loads.



LOGOS

Why?

Ethos, Pathos, or Logos?

A commercial shows an image of a happy couple riding in a Corvette.



PATHOS

Why?

Ethos, Pathos, or Logos?

Cardiologists
recommend Ecotrin
more than any other
brand of aspirin.



ETHOS

Why?

Ethos, Pathos, or Logos?

Advil Liqui-Gels
provide up to 8
hours of continuous
pain relief.



The advertisement features a white plastic bottle of Advil Tablets with a blue cap. The label is blue and red, with the word "Advil" in large yellow letters. Text on the label includes "New! LARGER SIZE", "Ibuprofen Tablets, 200 mg", "Pain Reliever / Fever Reducer (NSAID)", "Advil Tablets", and "360 Coated Tablets". To the right of the bottle, the text reads "Nothing lasts longer than Advil®*". At the bottom left, it says "Advil.com" and "© 2011 Pfiizer Inc.". At the bottom right, it says "Use as directed." and "*Among OTC pain relievers."

Advil.com
© 2011 Pfiizer Inc.

Use as directed.
*Among OTC pain relievers.

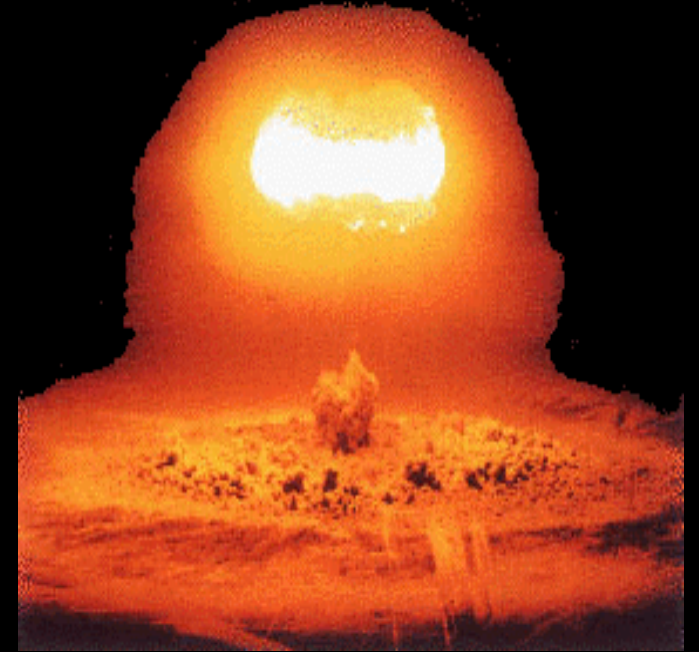
LOGOS

Why?

Ethos, Pathos, or Logos?

ACME is currently working towards a patent on our process. Our scientists are exploring ways to use the process in cars, houses, airplanes, and almost anything else that needs power.

ACME batteries will be refitted with small dihydro-cesium reactors. Once the entire world is powered by ACME's generators, we can all relax and enjoy a much easier life.



typical example of energy released from the dihydro-cesium process.

LOGOS

Why?

Ethos, Pathos, or Logos?

The report concerned a teenager who had been shot because he had angered a group of his male peers. This act of violence caused me to recapture a memory from my own adolescence because of an instructive parallel in my own life with this boy who had been shot. When I was a teenager some thirty-five years ago in the New York metropolitan area, I wrote a regular column for my high school newspaper. One week, I wrote a column in which I made fun of the fraternities in my high school. As a result, I elicited the anger of some of the most aggressive teenagers in my high school. A couple of nights later, a car pulled up in front of my house, and the angry teenagers in the car dumped garbage on the lawn of my house and shot up the place.

ETHOS

Why?

Ethos, Pathos, or Logos?

The primary reason given for lack of health insurance coverage in 2005 was cost (more than 50%), lost job or a change in employment (24%), Medicaid benefits stopped (10%), ineligibility for family insurance coverage due to age or leaving school (8%).

Source: National Center for Health Statistics

LOGOS

Why?