

What is Persuasion?

Presenting the "Argument"

- The goal of argument is to win acceptance of one's ideas.
- Modern argumentation theory has roots in Greek and Roman thinking (Aristotle).
- We judge evidence, investigate carefully, state ideas accurately, and listen critically.
- **Goal: to change others' point of view or to move others to take action.**

CLAIM V. COUNTERCLAIM

Claim: The overall thesis the writer will argue for; the author's argument.

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

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: **Ethos, Logos, and Pathos.**



Pathos Ethos Logos



Ethos: ETHICS (Credibility)

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

- Greek for ‘Character’
- To make the audience decide **right or wrong** about what is being presented.
- Political issues, national beliefs, religious issues, etc...
- The writer or speaker appeals to the audience’s sense of ethical behavior (“it’s the right thing to do”)
- The writer or speaker presents him or herself to the audience as credible, trustworthy, honest, and ethical.



Creditability?

- Does the audience respect you?
- Does the audience believe you are of good character?
- Does the audience believe you are generally trustworthy?
- Does the audience believe you are an authority on this speech topic?

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



Ethos Example

In the following example, note how Nancy Mairs establishes her **credibility** and **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.

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”

Review

Ethos: Ethics / Image

Ethos is an argument based on character.

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



Pathos: EMOTION

- Greek for ‘suffering’ or ‘experience’
- **Pathos:** the emotional or motivational appeals; vivid language, emotional language and numerous sensory details.
- To make the audience **feel** something about what is presented to it
- Children, animals, illness, memories, etc...
- “Tugs at your heart strings”
- There is a potential for harm if the appeal is not heeded
- **EFFECT:** Evokes an emotional response

How to appeal to emotion. . .

- 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?
- Emotional connection can be created in many ways by a speaker, perhaps most notably by *stories*, but also anecdotes, analogies, similes, and metaphors.
- It is often to link an aspect of our primary message with a triggered emotional response from the audience.

Pathos





PLEASE
DON'T
SHOOT
MY
DOG

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 deny 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 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 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 Cellogen Cream. Here is a typical comment: "After using one jar of Cellogen Cream, my skin appeared much softer and smoother, the lines were less noticeable . . . my complexion appeared much more youthful and supple."



CELLOGEN CREAM. Every ounce contains 10,000 International Units of natural estrogenic hormones. Smooth Cellogen Cream into your face faithfully every night, leaving on overnight when possible. Very soon you'll see results reflected in your own mirror . . . and in your husband's look of renewed interest.
\$3.50 and \$5.00 plus tax.

CELLOGEN LOTION . . . companion to Cellogen Cream, with the same active hormone ingredient. Smooth over neck, hands, elbows; use as a powder base for effective 24-hour treatment.
\$5.00 plus tax.

HORMONE HAND CREAM. A silky vanishing cream containing both hormones and emollients . . . ideal for telltale hands. Use daily.
\$2.00 plus tax.



DOROTHY GRAY SALON

445 Park Avenue, New York 22, New York

Visit the Dorothy Gray Salon and let our salon experts demonstrate the famous Dorothy Gray beauty methods. Or call PLaza 5-6110 for an appointment.

Pathos Example

In the following example from a speech by Winston Churchill, note the use 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.

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 feelings**

Using pathos means appealing to readers' emotions and feelings.



Logos: LOGIC

Logos is an argument based on facts, statistics, authorities, evidence, and reason.

- Greek for 'word'
- Using logos means appealing to the readers' sense of what is logical.
- Very straightforward, and not "fluff". It has a very scientific, factual approach.

EFFECT: Evokes a cognitive, rationale response

How can you appeal to Logic?

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



Logos Example:



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

List three supporting facts and/or statistics that will support the aforementioned idea.

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

Logos Example

In the following example, note how Ian Ayres uses evidence from experience (her work environment, Delta Airlines, the University of Chicago). This evidence establishes the **precedent** that Ayres uses to compare to the current situation that she argues should be changed.

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.

Logos Example continued...

Few of our children breath fresh air in their schools, which are being sprayed, inside and out, with millions of pounds of deadly, nervous system destroying pesticides.

What are the details provided in this claim?



Review

Logos = logic

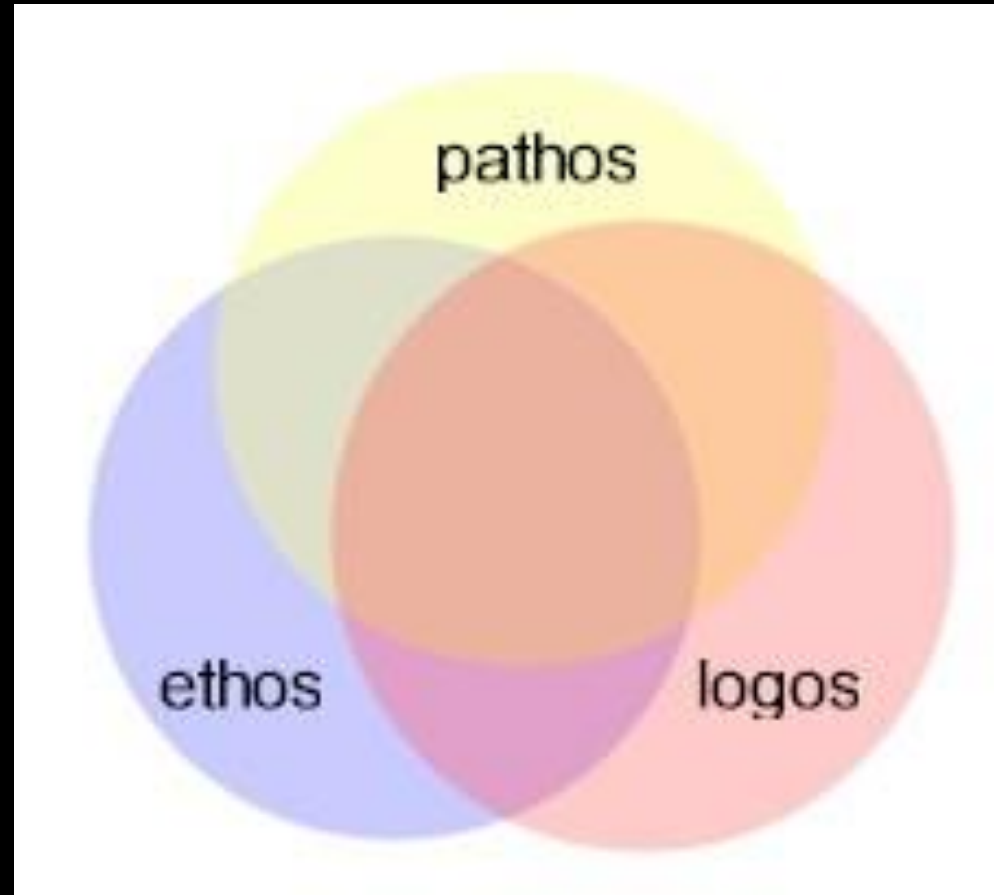
Logos is an argument based on facts, evidence and reason.

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



Should persuasive writing have more than one appeal?

Yes! The more appeals used, the more likely the reader will connect with it.



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.

Yep! PATHOS & ETHOS

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 damped 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

Yep! LOGOS

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."

Yep! PATHOS

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.



Yep! PATHOS

Ethos, Pathos, or Logos?

Tiger Woods
endorses Nike.



Yep! ETHOS

Ethos, Pathos, or Logos?

Sprite Zero is 100%
sugar-free.



Yep! LOGOS

Ethos, Pathos, or Logos?

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



Yep! LOGOS

Ethos, Pathos, or Logos?

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



Yep! PATHOS

Ethos, Pathos, or Logos?

Cardiologists recommend Ecotrin more than any other brand of aspirin.



Yep! ETHOS

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. Below it, it says "Ibuprofen Tablets, 200 mg Pain Reliever / Fever Reducer (NSAID)" and "360 Coated Tablets". A red banner at the top of the label says "New! LARGER SIZE". To the right of the bottle, the text reads "Nothing lasts longer than Advil®*". At the bottom left, it says "Advil.com © 2011 Pfiizer Inc." and at the bottom right, "Use as directed. *Among OTC pain relievers."

New! LARGER SIZE

Advil

Ibuprofen Tablets, 200 mg
Pain Reliever / Fever Reducer (NSAID)

Advil
Tablets

360 Coated Tablets

Nothing lasts longer than Advil®*

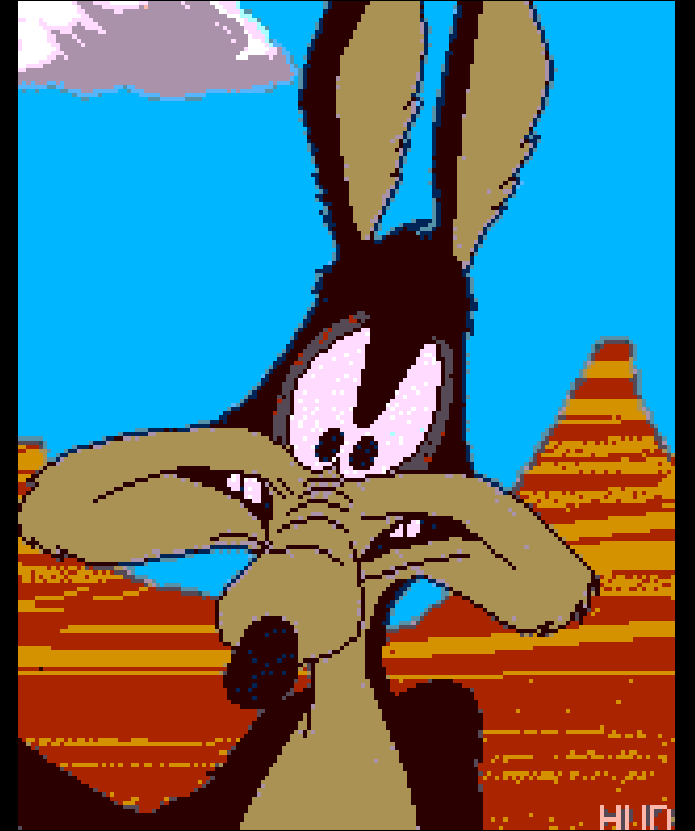
Advil.com
© 2011 Pfiizer Inc.

Use as directed.
*Among OTC pain relievers.

Yep! LOGOS

Ethos, Pathos, or Logos?

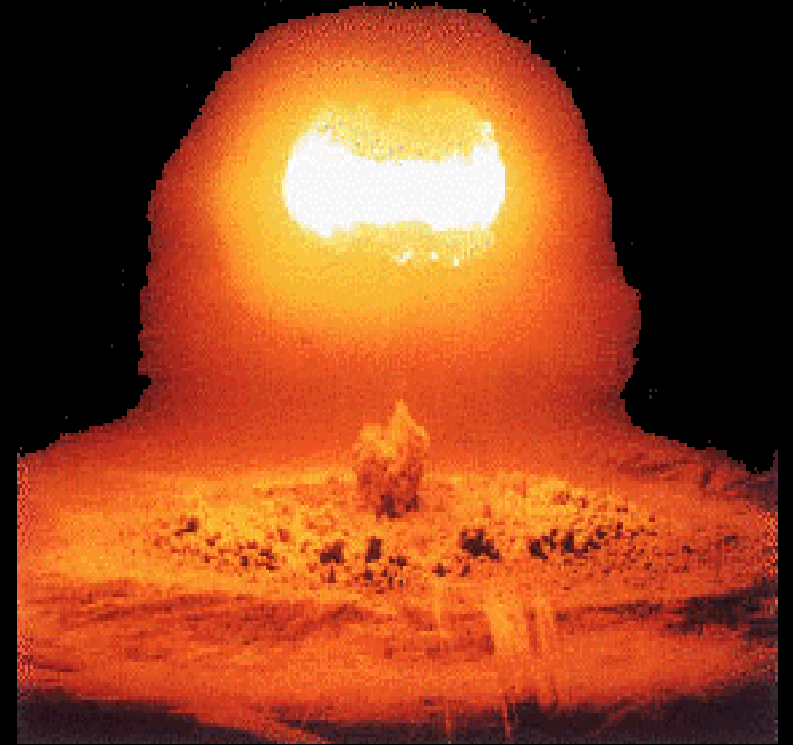
Our spokesperson, Mr. Coyote says *"I'm not really a coyote, but I play one on tv. I've used Acme products for years. Their slingshots, rocket launchers, crowbars, pogo sticks, and power pills are the best around. And don't forget their high-powered dynamite! I buy everything from Acme. They are the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



Yep! ETHOS

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.

Yep! LOGOS

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.

Yep! ETHOS

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

Yep! LOGOS