PERSUASION THROUGH RHETORICAL APPEALS

The Rhetorical Triangle

- **Logos**
- **Pathos**
  - Emotions. Values.
- **Ethos**
  - Credibility. Trust.
WHAT IS PERSUASION?

Presenting the “Argument”

• The art of persuasion is the art of finding the best available means of moving a specific audience in a specific situation to a specific decision.

• 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.
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**.
MEANS OF PERSUASION (3 ARISTOTELIAN APPEALS)

• **Ethos**: A writer’s/speaker’s appeal to character to demonstrate that s/he is credible and trustworthy

• **Logos**: An appeal to reason by offering clear, rational, logical ideas

• **Pathos**: An appeal to emotion
  - Usually includes:
    - Vivid, concrete description
    - Figurative language
    - Visual elements (think about ads)
ETHOS

• Author establishes his/her credibility/authority

• Author uses ethos to convince the audience of his/her credibility/expertise and/or moral character, and that his/her argument is believable/valid by using celebrities/name dropping, referencing resume/personal experience, including professional title, establishing trust, and citing research.

• Ethos is the Greek word for “character”

• The word “ethics” is derived from ethos
ETHOS – IN OTHER WORDS

• 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.
CREDIBILITY?

• 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 EXAMPLE

Chewing Trident after eating and drinking cleans and protects teeth
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”
ETHOS QUICK TAKE

• 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

• Appeal to audience’s sense of emotion
  • Author uses pathos to invoke sympathy from the audience and cause them to make decisions based on feelings (fear, pride, etc.) by using collective language (“we”, “our”), direct address (“you”), repetition, extreme/dramatic diction, and sentimental/relatable examples/ anecdotes/imagery (babies, puppies, 9/11).

• Pathos is the Greek word for both “suffering” and “experience”

• The words empathy and pathetic are derived from pathos
PATHOS – IN OTHER WORDS

• 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 EXAMPLE

MICHELIN. BECAUSE SO MUCH IS RIDING ON YOUR TIRES.
PATHOS EXAMPLE

Adopt.

Most animals at the Humane Society were dropped off because of bad behavior. Like being born.

Help find a home for one of these adorable animals today.

LEARN MORE »
• How does this advertisement appeal to emotion? Why?
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
• Pathos: argument based on feelings
• Using pathos means appealing to readers’ emotions and feelings.
LOGOS

• Appeal to audience’s sense of logic/reason

• Author uses logos to persuade audience through reason by presenting facts, statistics, historical and literal analogies (if…then)

• Logos is the Greek word for “word” – the true definition is “the word or that by which the inward thought is expressed”

• The word “logic” is derived from logos
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?
Every dog deserves leading nutrition. From wet nose to wiggly butt.

PEDIGREE® food for dogs provides leading nutrition in the five areas dogs need most: Skin & Coat, Immunity, Digestion and Oral Care.
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.
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?
LOGOS QUICK TAKE

• 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.
MANIPULATION VS. PERSUASION

**Manipulation is . . .**
- Focused Only On The Needs Of The Manipulator
- Focused On One Outcome No Matter The cost To The person being Manipulated
- Dishonest & Unethical
- Someone Is Always Hurt

**Persuasion is . . .**
- Focused On Achieving
- A Positive Outcome For Both People
- Relationship enhancing
- Transparent
- Engaging
- Compelling
- Always honest And Ethical
- Acceptable And Encouraged
ETHOS, PATHOS, OR LOGOS?

• Examine the rhetorical appeals in the following advertisements.

• Be sure to:
  • Analyze visual aspects (color, shading, detail, lines, lighting, position, etc.)
  • Determine the Speaker, Occasion, Audience, Purpose, Subject and Tone.
  • Identify appeals to the audience’s sense of authority, emotion, and/or logic.
ETHOS, PATHOS, OR LOGOS?
ETHOS, PATHOS, OR LOGOS?

What’s the secret of speed?

Ask the master.
ETHOS, PATHOS, OR LOGOS?
ETHOS, PATHOS, OR LOGOS?
ETHOS, PATHOS, OR LOGOS?

Why you’ll love a Mac.

It just works.

A Mac works right out of the box. Just plug in your digital camera, printer, or iPod, and you’re good to go.
ETHOS, PATHOS, OR LOGOS?

Have one!
The Tooth Fairy approves of it!
ETHOS, PATHOS, OR LOGOS?
ETHOS, PATHOS, OR LOGOS?
ETHOS, PATHOS, OR LOGOS?
ETHOS, PATHOS, OR LOGOS?

A child is shown covered in bug bites after using an inferior bug spray.
PATHOS!
ETHOS, PATHOS, OR LOGOS?

Tiger Woods endorses Nike.
ETHOS!
ETHOS, PATHOS, OR LOGOS?

Sprite Zero is 100% sugar-free.
LOGOS!
A 50-oz. bottle of Tide holds enough to wash 32 loads.
ETHOS, PATHOS, OR LOGOS?

A commercial shows an image of a happy couple riding in a Corvette.
PATHOS!
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.
"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
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!
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
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!
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.
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."
ETHOS!
ETHOS, PATHOS, OR LOGOS?

Cardiologists recommend Ecotrin more than any other brand of aspirin.
ETHOS!
ETHOS, PATHOS, OR LOGOS?

Advil Liqui-Gels provide up to 8 hours of continuous pain relief.
At McDonald’s, dinner is a good deal, not a big one.

Try it some night soon and you’ll see what we mean. You’re welcome to come as you are. And you don’t have to come far, since McDonald’s is right in your neighborhood.

The prices are as good as the food. And the food tastes especially good when your family’s enjoying it together.

So come together with your family, tonight. And have dinner at McDonald’s.
The world has a pause button.
YOUR TURN!

• Work with a partner.
• Find & cite 2 examples of each rhetorical appeal (2 ethos, 2 pathos, 2 logos) from p.3-22 of *In Cold Blood*.
• Be ready to share out & discuss with the class.