

Rhetoric - 2

Rhetorical Appeals

To some extent, all papers and presentations are persuasive. When you write an essay or give a speech, you are asking the audience to give you credit for your integrity and authority, to accept your research as meaningful, to pay attention, to care, to consider the ramifications of your message. Even if you do not explicitly request some action, you will negotiate one end of a transaction between yourself and your audience that is essentially persuasive.

These are the so-called “appeals,” the three traditional strategies of eliciting the audience responses you seek. They are Greek.

logos

Associated with logic, this is the information, facts, figures, reasoning, etc. that you provide to demonstrate how much *sense* your argument makes.

Politics

“We’re \$13 trillion in debt. Doesn’t it make sense to cut spending?”

Advertising

“With a 6.2 liter V8 engine, this is one powerful car.”

ethos

A matter of character, this is how credible, trustworthy, informed, respectful, thoughtful, etc. you seem to be.

Politics

“I’ve spent my whole career working for the little guy.”

Advertising

“Caring for families since 1914.”

pathos

Targeting an emotional response, this is the use of narratives, examples, details, etc. that cause the audience to associate your argument with certain feelings.

Politics

“My opponent supports measures that would take Ms. Nanny Gray out of the home she’s lived in for thirty-five years.”

Advertising

“Keep your child safe. Buy our product.”