

# ARGUMENT | WRITING

## Warm Up: A Hypothetical Situation



You have been seeing Chris for about a month. Chris lives about 30 minutes away from you. You have a date this Saturday, and Chris wants to take you to a limited-release movie that you've been wanting to see for months at the mall near where Chris lives. You know the movie won't be shown in a closer theater. By the time the movie would be over, it would be past your curfew, and by the time you would get home, you would be about an hour past your curfew. You need to ask your parents' permission to go with Chris, and although they like Chris, you know they are very strict when it comes to curfew.

How are you going to convince them to let you go to this movie?

Consider this situation from the **OPPOSING** viewpoint – What arguments might there be **AGAINST** your point of view, from the **PARENT** perspective?



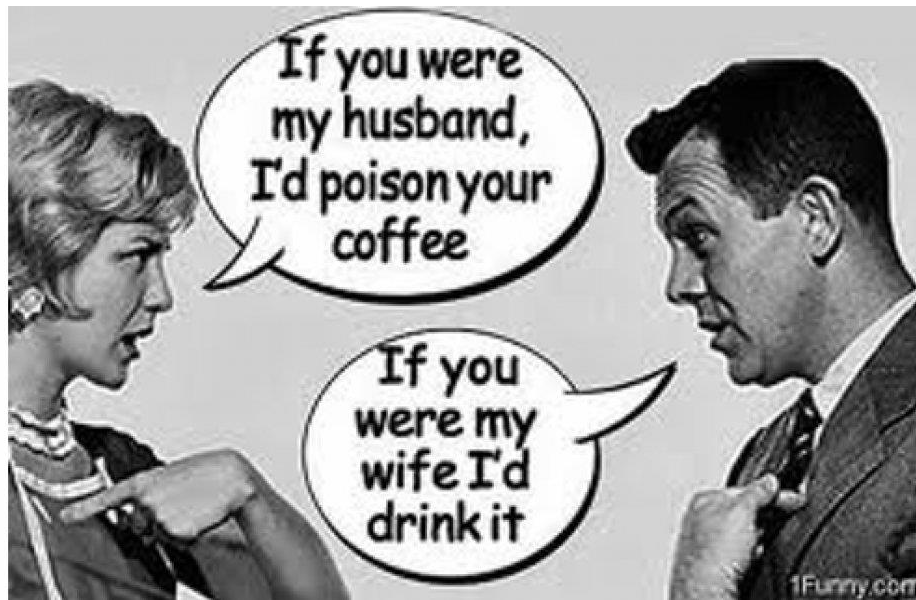
Does this sound like conversations you have had with your parents?

Can you change your parents' view with a counterargument?



## Film clip

Was this an effective argument???



# STRUCTURE

- ✓ Claim/Thesis: A statement taking a firm stance on something.
- ✓ At least 2 reasons to support your claim w/ textual evidence
- ✓ Counterclaim: Opposition to your claim
  - ✓ In an argument you **MUST** acknowledge the opposing point of view in order to show the reader that you understand opposing ideas.
- ✓ Rebuttal: Evidence to contradict the counterclaim
  - ✓ This shows that you are in control of your ideas and can successfully prove your point by disproving the counterclaim.
- ✓ Conclusion / Call to action

# LOGICAL/RHETORICAL APPEALS

## LET'S REVIEW





# THE RHETORICAL TRIANGLE

## AN OVERVIEW OF THE THREE RHETORICAL APPEALS

**SPEAKER** | Ethos is the Greek term for "**ethics**," but has been made to represent credibility of the person making a communication (the "speaker"). Ethos is established through a variety of factors, including status, awareness, professionalism, celebrity endorsement, research, and so forth. Build ethos to make your audience trust what you are saying.

**ETHOS**

**AUDIENCE** | Pathos is the Greek term for "**emotion**," but has been made to represent how an audience feels or experiences a message. The appeal of pathos makes a person feel excited, sad, angry, motivated, jealous, or any other number of emotions that may persuade them to act based on what you say.

**PATHOS**

**LOGOS**

**MESSAGE** | Logos is the Greek term for "logic," but has been made to represent the facts, research, and other message elements that provide proof or evidence to a claim. Use logos to convince your audience that what they are hearing or seeing is well researched, well built, or otherwise worth their time.



# TRUST?

Why do we trust what people tell us?

Who do you trust to give you factual information

When talking to someone about climate change who would you **TRUST** more? Why?

- Uncle
- Peer
- Celebrity
- Climatologists

Ethos!!!

# ETHOS

Greek word meaning “character”

Refers to the credibility of the speaker/author.

- When reading an argument you are determining if the author is trustworthy.
  - Expert in their field, accredited accolades, etc.
- When creating an argument you are proving that you have:
  - Sources you locate
  - Websites - .org .edu .net
  - Quotes from books/unknown authors – research the author

“As a doctor, I am qualified to tell you that this course of treatment will likely generate the best results” (examples.yourdictionary.com).

## **Ways to Develop ETHOS**

- Author's profession / background
- Author's publication
- Appearing sincere, fair minded, knowledgeable
- Conceding to opposition where appropriate
- Morally / ethically likeable
- Appropriate language for audience and subject
- Appropriate vocabulary
- Correct grammar
- Professional format

# FEELINGS?

What Makes you feel something?

How do you know what to feel?

Come up with a list of things that make you feel sad.

Come up with a list of things that make you feel excited?

How can people manipulate your feelings?

# PATHOS

Greek word meaning “suffering” or “experience”

Refers the **appeal to the audience's emotion**

- Know your audience before attempting to make an emotional appeal.

Your intention is to awaken the feelings that already reside in your audience.

- Fear, anger, sympathy, outrage.
- Utilize **strong language** to achieve this goal.

“There’s no price that can be placed on peace of mind. Our advanced security systems will protect the well-being of your family so that you can sleep soundly at night” (examples.yourdictionary.com).

## Types of PATHOS Appeals

- Emotionally loaded language
- Vivid descriptions
- Emotional examples
- Anecdotes, testimonies, or narratives about emotional experiences or events
- Figurative language
- Emotional tone (humor, sarcasm, disappointment, excitement, etc.)

# LOGIC

What is logic?

Why is it important to be logical?



# LOGOS

Greek word meaning “logic”

Refers to the appeal you are making through **logical reasoning**.

- Data, facts, statistics, numbers, etc.

Relates to any kind of proof/ evidence you give your audience to strengthen your argument.

“The data is perfectly clear: this investment has consistently turned a profit year-over-year, even in spite of market declines in other areas” (examples.yourdictionary.com).

## Types of LOGOS Appeals

- Theories / scientific facts
- Indicated meanings or reasons (because...)
- Literal or historical analogies
- Definitions
- Factual data & statistics
- Quotations
- Citations from experts & authorities
- Informed opinions
- Examples (real life examples)
- Personal anecdotes

# SOAPSTONE

## Speaker

- Speaker and author are not the same person.
- Be as specific as possible: Veteran Vs Veteran from the Vietnam War suffering from PTSD.

## Occasion

- Reason or cause for something to be written

## Audience

- To whom is the speaker talking?

## Purpose

- What is the speaker's intended purpose?
- Always an infinitive: to persuade, to inform, to entertain, etc.

## Subject

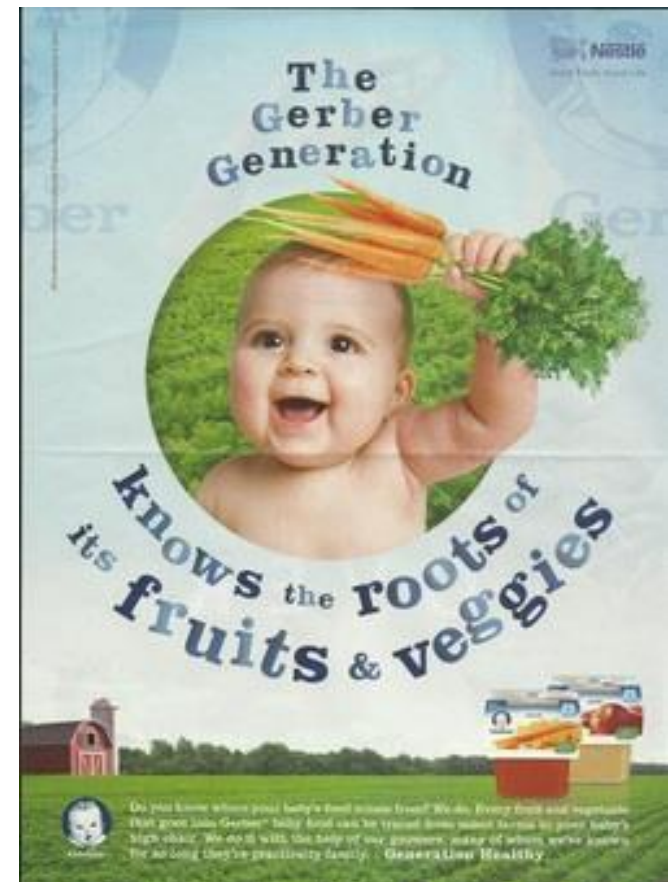
- What is being discussed?

Tone: speaker's attitude toward the subject.

# CAN SOME ADVERTISEMENTS HAVE MORE THAN ONE APPEAL?

Yes! The more appeals used in an ad the more likely the consumer is to connect with it.

For the purposes of this lesson, select the predominant appeal used in each ad.



# ETHOS, PATHOS, OR LOGOS?



**MICHELIN. BECAUSE SO MUCH IS RIDING ON YOUR TIRES.**

At Michelin, we are guided by a single overriding concept: tires are—as far as we are concerned—the most important pieces of equipment you can put on your car.

Therefore, making the best tires possible, regardless of cost, has become an obsession with us.

That is why we make our own steel for our steel-belted radials. Why each tire model is so long in the development stage. And even longer in the testing and manufacturing stages.

That is also why Michelines perform as well as they perform. And last as long as they last.

And, of course, why they cost more to buy.

Though you may find, as many Michelin buyers do, they end up costing less to own.



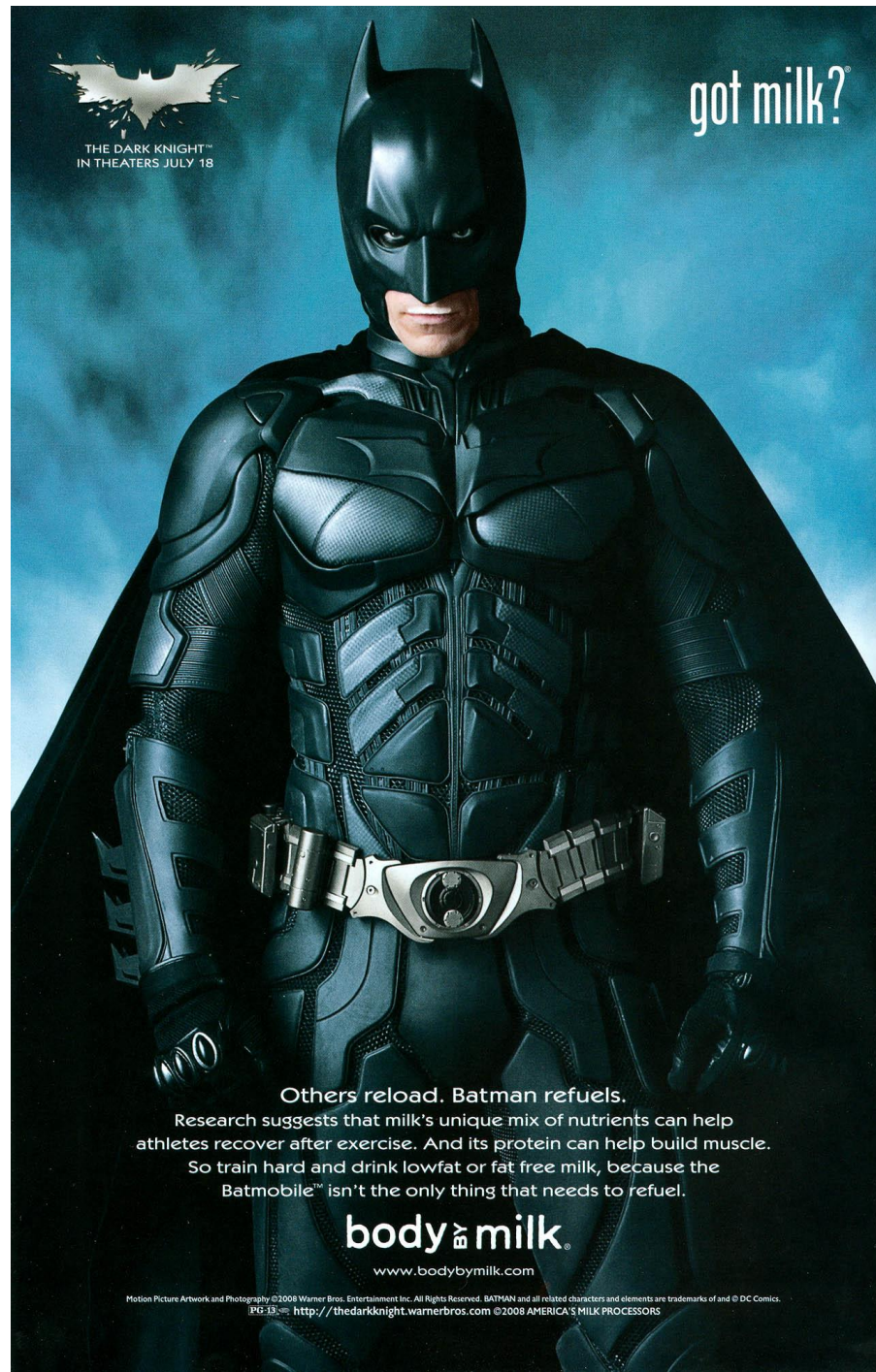
**MICHELIN**

# ETHOS, PATHOS, OR LOGOS?





# Ethos, Pathos, or Logos?



THE DARK KNIGHT™  
IN THEATERS JULY 18

got milk?®

Others reload. Batman refuels.  
Research suggests that milk's unique mix of nutrients can help athletes recover after exercise. And its protein can help build muscle. So train hard and drink lowfat or fat free milk, because the Batmobile™ isn't the only thing that needs to refuel.

**body  $\geq$  milk.**  
[www.bodybymilk.com](http://www.bodybymilk.com)

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# Ethos, Pathos, or Logos?



# ETHOS, PATHOS, LOGOS?



There are some things you just  
can't afford to gamble with.

When you get a cavity, there's no second chance.  
That's why it's important that you know that more dentists recommend Crest for fighting cavities than all other toothpastes combined.  
It's a point that's made rather dramatically when you consider that Crest has prevented 523 million cavities since its introduction in 1955.  
There are, of course, no sure things in your battle against cavities. But at least Crest helps put the odds in your favor.

The dentists' choice for fighting cavities.



\*Crest has been shown to be an effective decay-preventive dentifrice that can be of significant value when used as a consistently applied program of oral hygiene and regular professional care. \*Council on Dental Therapeutics, American Dental Association. © 1987, 1988