Rhetorical Strategies

**Rhetoric:** the ability to use language effectively.

**Logos:** Logos relies on reason. It appeals to the head using logic, explanations, and facts. Through Logos, a speaker aims at the listener's intellect. The idea is that if the listener is logical, s/he will understand.

**Ethos:** Appeals to the conscience, ethics, morals, standards, values, principles. Ethos is an appeal based on the character of the speaker. There are many ways to establish good character and credibility as a speaker:
- Use only credible, reliable sources to build your argument.
- Respect the listener by stating the opposing position accurately.
- Establish common ground with the listener, often this can be done by acknowledging values and beliefs shared by those on both sides of the argument.
- If appropriate for the speech, the speaker will disclose why they are interested in the topic or what personal experiences they have had with the topic.

**Pathos:** Appeals to the heart, emotions, sympathy, passions, and sentimentality. Pathos (or the emotional appeal) appeals to a listener's needs, values, and emotional sensibilities. Emotional appeals can use sources such as interviews and individual stories to paint a more legitimate and moving picture of reality or illuminate the truth. Advertisements tend to be pathos-driven.

**Repetition:** An instance of using a word, phrase, or clause more than once in a short passage to emphasize its meaning.

**Rhetorical questions:** a question posed by the speaker which has an obvious answer, no answer, or is the argument the speaker intends to answer in an effort to further prove their argument. Rhetorical questions are leading questions asked by the speaker. If the answer is obvious the speaker already knows the answer and is intending to lead the audience to his/her point of view or conclusion. If there is no answer, the speaker is aware of the lack of an answer and uses that lack to highlight the flaw in the opposing viewpoint.
# Chaos is Come Again

**Iago’s Rhetorical Strategies, *Othello*, Act III, scene iii, lines, 90-259 & 335-480**

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| Logos              | “I don’t need to tell you everything; what I say can have bias”  
But for a satisfaction of my thought; no further harm.”  
“She did deceive her father, marrying you;” (III, iii, 207) | Othello is curious  
Othello is suspicious of Cassio  
Othello is drawn into what Iago is saying. It directly involves and criticises him. But it is fact and he cannot escape it. Desdemona is known for lying. |
| Ethos              | “…the wars must make example/Out of their best…”  
“Men should be what they seem; Or those that be not would they might seem none!”  
“Beware my lord of jealousy…”  
“Wear your eyes thus”  
“Note if your lady strain…me too busy in my fears” | Telling Othello that he is not foolish for falling for Desdemona’s treachery.  
Makes Othello believe that Iago stands for only pure honesty.  
Othello speaks about logic, proof and reason  
Othello trusts him and believes him even more |
| Pathos             | “My lord, you know I love you.”  
“To be direct and honest is not safe…I’ll love no friend, sith love breeds such offense.” (III, iii, 379-381) | Convinces Othello of a true allegiance; Othello does not doubt him  
Othello trusts Iago immensely. He is also feeling alone and betrayed by everyone else. Iago is appealing to his emotions and therefore Othello is in the palm of his hand. |
| Repetition         | “Honest, my lord?”  
“Think my lord?” | The repetition of Othello’s words force him to think further on the topic  
Othello is forced to explain his thoughts and feelings. His raw, emotional self is exposed and passionate. Iago can feed off of this. |
| Rhetorical Questions (or Leading Questions) | (100-107) ie. Iago asking leading questions  
“Is’t possible my lord?” (III, iii, 358) | Highlights what Othello needs to hear to solidify his suspicions of Cassio and Desdemona  
Iago is asking this though he knows the answer and knows Othello knows it as well. Forcing Othello to say the words; forcing him to actually admit his suspicions. |