**Rhetoric: The Art of Persuasion**

**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 research, well built, or otherwise worth their time.

**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.

**Logos**

**Ethos**

**Pathos**

**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.

**“The Art of Rhetoric” Video Notes**

What is persuasion? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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An argument using \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ will attempt to evoke an emotional response in an audience. Pathos also appeals to the beliefs and values of the audience. Pathos can also be thought of as the role of the audience in the argument.

An argument using \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ uses logic and reason to persuade the audience. Logos uses statistics, facts, what the product does, how much it costs, simple logic, and information. Logos can also be thought of as the text of the argument, as well as how well a writer has argued his/her point.

\_\_\_\_\_\_\_\_\_\_\_\_\_ is an appeal to credibility (believable). An argument using ethos attempts to convince the audience that the creator of the message can be trusted. Ethos can also be thought of as the role of the writer in the argument, and how credible his/her argument is.

**What persuasive techniques do you see in the following ads and video clips?**

***Print***

Toms: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Basketball:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

EA:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Speech***

*LOTR* King Aragorn: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Thank You for Smoking*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*The Verdict*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Now You’ve Got It!**

Ethos, Logos, and Pathos are used to *persuade*. There are also techniques that are used to persuade that are based on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**There are also techniques that are used to persuade that are based on *faulty thinking* called logical fallacies.**

Fallacies are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that weaken arguments.It is important to realize that fallacies are very, very common in arguments and can be quite \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, at least to the casual reader, listener, or viewer.

**The following fallacies are frequently used, so let’s see what they are…**

**Circular Reasoning**

* Assuming the thing to be \_\_\_\_\_\_\_\_\_\_that you are trying to prove.  It is circular.
* *Example:* I hate my first-period class because I’m never happy when I’m there. (But what’s wrong with the class?)
* *Or:* I am a good worker because Frank says so.  How can we trust Frank?  Simple:  I will vouch for him.

**Red Herring**

* Introducing a topic \_\_\_\_\_\_\_\_\_ related to the subject at hand.
* Example: I know your car isn't working right.  But, if you had gone to the store one day earlier, you'd not be having problems.
* Example:  I know I forgot to deposit the check into the bank yesterday.  But, nothing I do pleases you.

**Slippery Slope**

The arguer claims that a sort of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, usually ending in some dire consequence, will take place, but there's really not enough evidence for that assumption. The arguer asserts that if we take even one step onto the "slippery slope," we will end up sliding \_\_\_\_\_\_\_\_ the way to the bottom; he or she assumes we can't stop partway down the hill.

**Band Wagon**

* Appealing to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ sense of wanting to belong. Often, it is presented as a threat of rejection by one's peers (or peer pressure) and is substituted for evidence in an "argument.”

**Broad or Hasty Generalization**

* A broad generalization takes in everything and everyone at once, allowing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. For example, a broad generalization about voters might be, “*All voters* spend too little time reading and too much time being swayed by 30-second sound bites.”

**Either-or Thinking**

* Either-or thinking consists of reducing a solution to only \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ possible extremes: “America: Love It or Leave It.” “Put up or shut up.” This fallacy of thinking eliminates every possibility in the middle.

**Testimonial**

* A recognized \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in a field who gives his or her approval or that a product, person, or idea is valid.
* However, when a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ person in another field gives his or her endorsement, beware.