


What is Rhetoric?

- Rhetoric is the study of effective speaking and writing, and the art of persuasion, and many other things.
- It has maintained its fundamental character as a discipline for training students 1) to perceive how language is at work orally and in writing, and 2) to become proficient in applying the resources of language in their own speaking and writing

Ethos, Pathos, or Logos?

What appeal are advertisers using to get you to buy their product?



Objective:

- As you view each advertisement that comes up on the screen, decide if it's appealing to your sense of ethos, pathos, or logos.

ETHOS, PATHOS, and LOGOS

- AS YOU ANALYZE THE ADVERTISEMENTS:
- Ethos: Is it Ethical?
- Pathos: Does it make you feel a strong emotion?
- Logos: Does it make you use your sense of reason?

Ethos

- *Ethos*: Ethics
- To make the audience decide **right or wrong** about what is being presented to it
- Political issues, national beliefs, religious issues, etc...
- Typically has contrasting colors symbolizing the difference between good and evil.

Ethos

- Ethos is a person's credibility with a given audience. It can mean sincerity, authority, expertise, faithfulness, or any adjective that describes someone you can trust to do the right thing.

Pathos

- *Pathos*: Emotion
- To make the audience **feel** something about what is presented to it
- Children, animals, illness, memories, etc...
- “Tugs at your heart strings”

Pathos

- Pathos appeals rely on emotions and feelings to persuade the audience
- They are often direct, simple, and very powerful
 - Pathos is related to the words pathetic, sympathy and empathy.
 - Whenever you accept a claim based on how it makes you feel without fully analyzing the rationale behind the claim, you are acting on pathos- emotions: love, fear, patriotism, guilt, hate, joy etc.

Logos

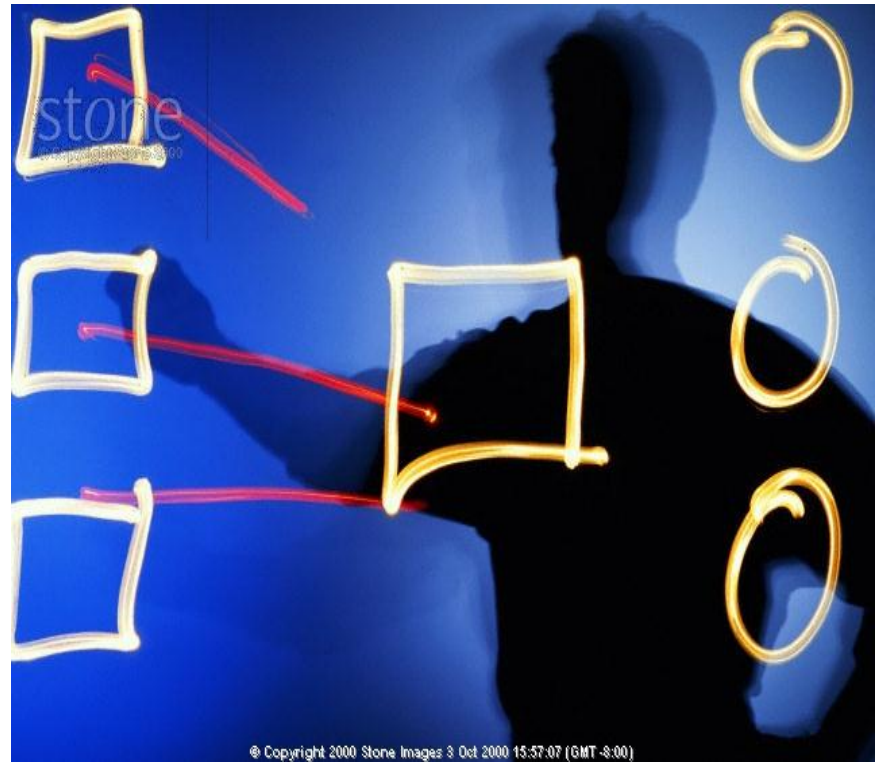
- *Logos*: Logic
- To make the audience **think** about what is presented to it
- Statistics, facts, authorities, etc...
- Very straightforward, and not “fluff”. It has a very scientific, factual approach.

Logos

- The Greek word logos is the basis for the English word logic.
- Logos refers to any attempt to appeal to the intellect, the general meaning of "logical argument."
- Everyday arguments rely heavily on ethos and pathos, but academic arguments rely more on logos: there will be logical chains of reasoning supporting all claims.

Again, three methods of persuasion are...

- ethos
- pathos
- logos



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 case of this lesson or power point, pick the MOST emphasized appeal used in each ad to write onto your sheet.

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 melt 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 Michelins 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?





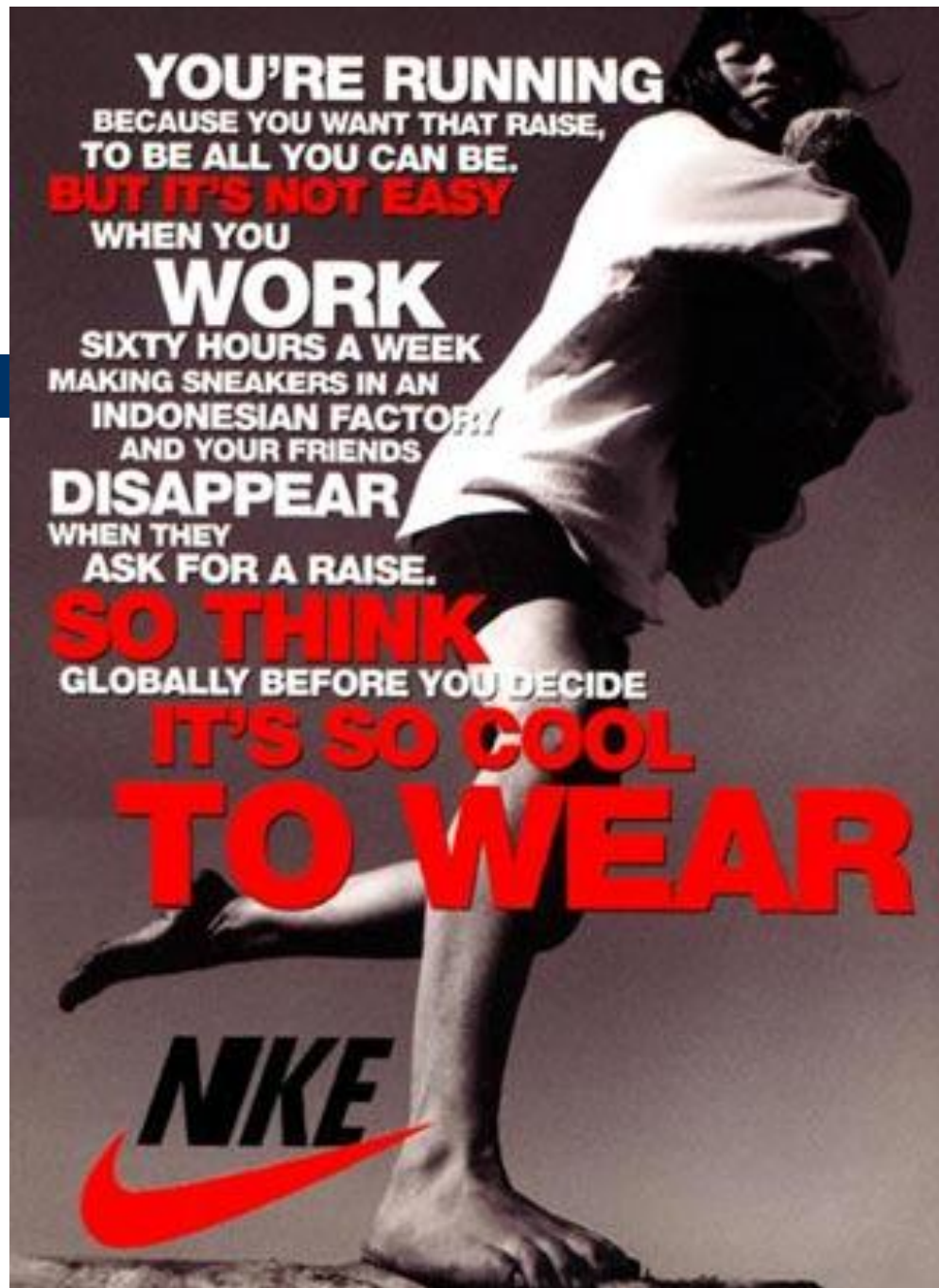
One promise, **two sisters.**

susan g.
Komen
FOR THE **cure**



Our promise is to save lives
and end breast cancer forever.

Ethos,
Pathos,
or
Logos?

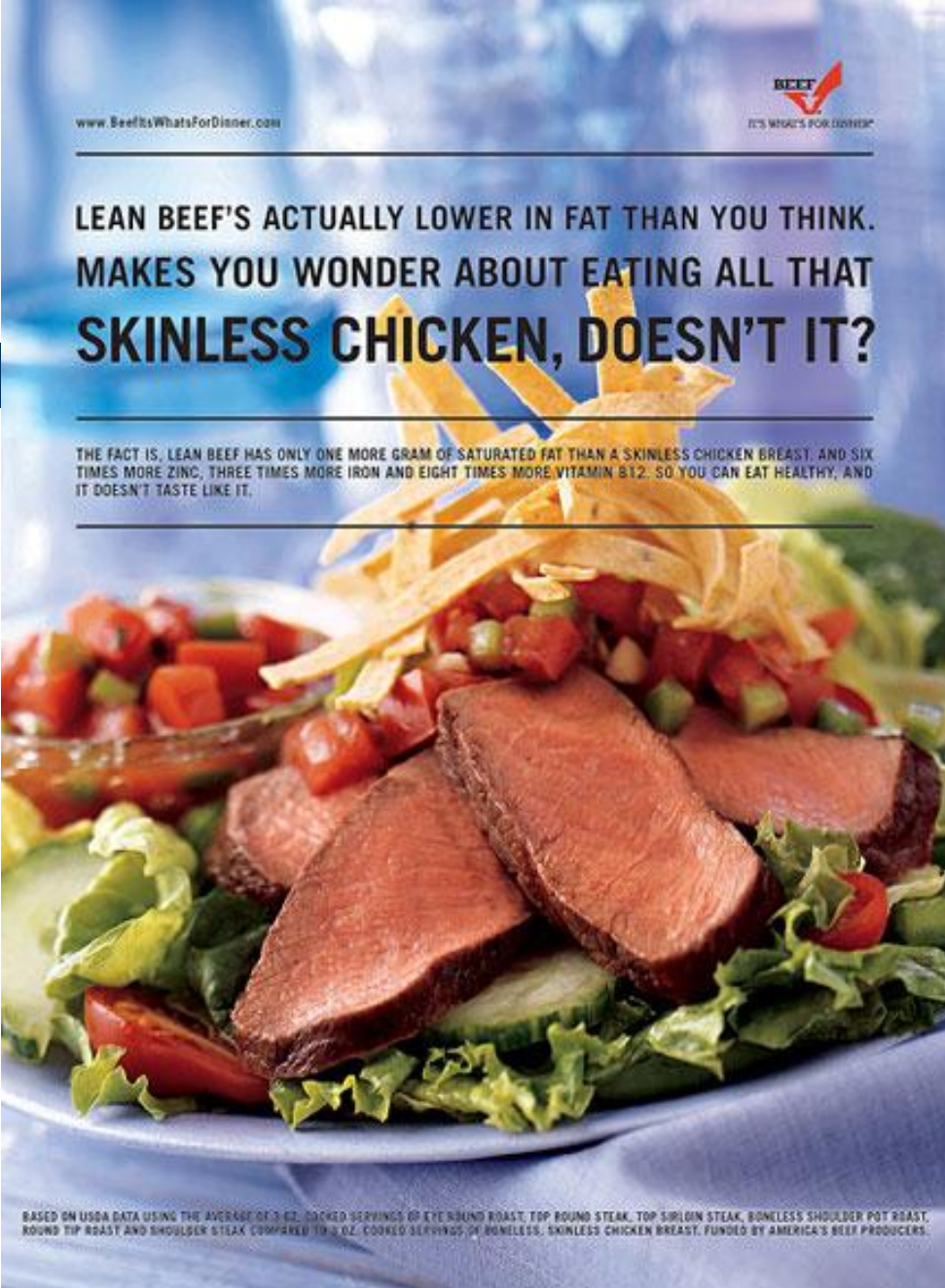


YOU'RE RUNNING
BECAUSE YOU WANT THAT RAISE,
TO BE ALL YOU CAN BE.
BUT IT'S NOT EASY
WHEN YOU
WORK
SIXTY HOURS A WEEK
MAKING SNEAKERS IN AN
INDONESIAN FACTORY
AND YOUR FRIENDS
DISAPPEAR
WHEN THEY
ASK FOR A RAISE.
SO THINK
GLOBALLY BEFORE YOU DECIDE
IT'S SO COOL
TO WEAR

NIKE



Ethos, Pathos, or Logos?

An advertisement for lean beef. The background is a blurred image of a restaurant interior. In the foreground, a plate of food is shown, featuring several slices of cooked beef, a salad with lettuce, tomatoes, and cucumbers, and a side of french fries. The text is overlaid on the image.

www.BeeftisWhatsForDinner.com

LEAN BEEF'S ACTUALLY LOWER IN FAT THAN YOU THINK. MAKES YOU WONDER ABOUT EATING ALL THAT SKINLESS CHICKEN, DOESN'T IT?

THE FACT IS, LEAN BEEF HAS ONLY ONE MORE GRAM OF SATURATED FAT THAN A SKINLESS CHICKEN BREAST, AND SIX TIMES MORE ZINC, THREE TIMES MORE IRON AND EIGHT TIMES MORE VITAMIN B12. SO YOU CAN EAT HEALTHY, AND IT DOESN'T TASTE LIKE IT.

BASED ON USDA DATA USING THE AVERAGE OF 3 OZ. COOKED SERVINGS OF EYE ROUND ROAST, TOP ROUND STEAK, TOP SIRLOIN STEAK, BONELESS SHOULDER POT ROAST, ROUND TIP ROAST AND SHOULDER STEAK COMPARED TO 3 OZ. COOKED SERVINGS OF BONELESS, SKINLESS CHICKEN BREAST. FUNDED BY AMERICA'S BEEF PRODUCERS.

Ethos, Pathos, or Logos?

**Teaching
Children
To Hate
Will Never
Lead To Peace.**

*Hamas, Hezbollah
and Islamic Jihad...
Change Your Charters and Your Future.*

Israel Seeks A Partner For Peace.

Learn More at StandWithUs.com



Ethos, Pathos, or Logos?



I'm a PC.



I'm a Mac.

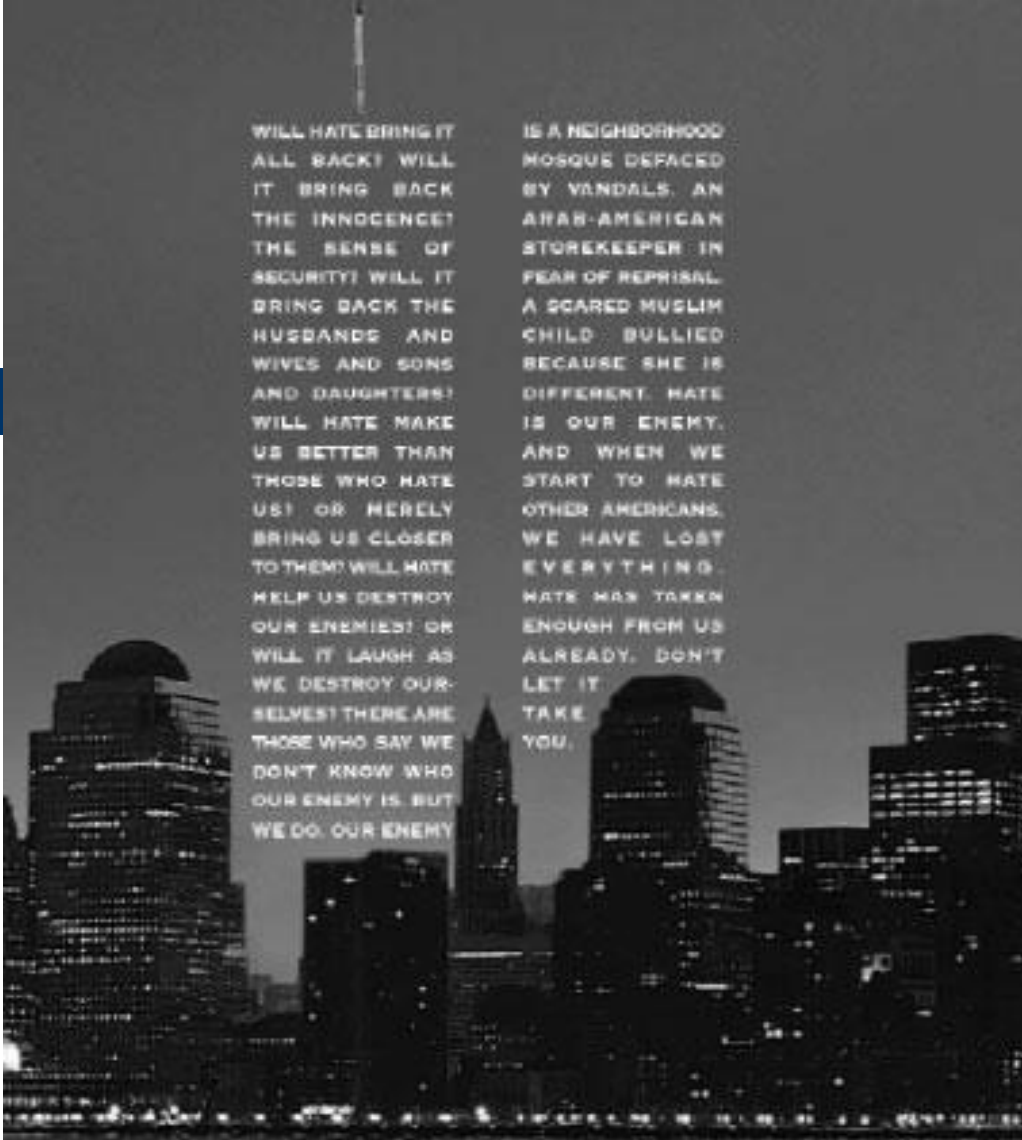
Why you'll love a Mac.

Why upgrade to Vista when you can upgrade past it?

If upgrading to Vista means buying a new computer, there's a better way: get a Mac. It's simpler, more powerful, and a lot more fun.


See the ad [→](#)


Ethos, Pathos, or Logos?



WILL HATE BRING IT ALL BACK? WILL IT BRING BACK THE INNOCENCE? THE SENSE OF SECURITY? WILL IT BRING BACK THE HUSBANDS AND WIVES AND SONS AND DAUGHTERS? WILL HATE MAKE US BETTER THAN THOSE WHO HATE US? OR HEREBY BRING US CLOSER TO THEM? WILL HATE HELP US DESTROY OUR ENEMIES? OR WILL IT LAUGH AS WE DESTROY OURSELVES? THERE ARE THOSE WHO SAY WE DON'T KNOW WHO OUR ENEMY IS, BUT WE DO. OUR ENEMY IS A NEIGHBORHOOD MOSQUE DEFACED BY VANDALS. AN ARAB-AMERICAN STOREKEEPER IN FEAR OF REPRISAL. A SCARED MUSLIM CHILD BULLIED BECAUSE SHE IS DIFFERENT. HATE IS OUR ENEMY. AND WHEN WE START TO HATE OTHER AMERICANS, WE HAVE LOST EVERYTHING. HATE HAS TAKEN ENOUGH FROM US ALREADY. DON'T TAKE YOU.

AMERICANS STAND UNITED

 (202) 429-5210
www.aainst.org



GRAB LIFE BY THE HORNS



IT'S ANYTHING BUT CUTE.

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 COOL MINT GEL

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. © P&G, 1987.

**Ethos,
Pathos,
or
Logos?**



on with the
TRADITION



...of **SPREADING
CHEER**

This small gesture of
holiday cheer is a
gift to you. Now it's
your turn...



Connotation and Denotation

- Denotation – the dictionary definition of a word
- Connotation – the emotional associations of a word

Words can have neutral, positive or negative connotations:

- For example: slender/skinny
 - Both words above mean “thin” or “trim”
 - However, slender has a positive connotation
 - Skinny has a negative connotation

Another Example

- A stubborn person can be described as being:
 - Strong willed (positive connotation)
 - Pig-headed (negative connotation)

Another Example

- Both of the following sentences mean the same thing, but advertisers prefer to use the second sentence because it has fewer negative connotations:
 - All of the cars we have for sale are used.
 - All of the cars we have for sale are previously owned.