

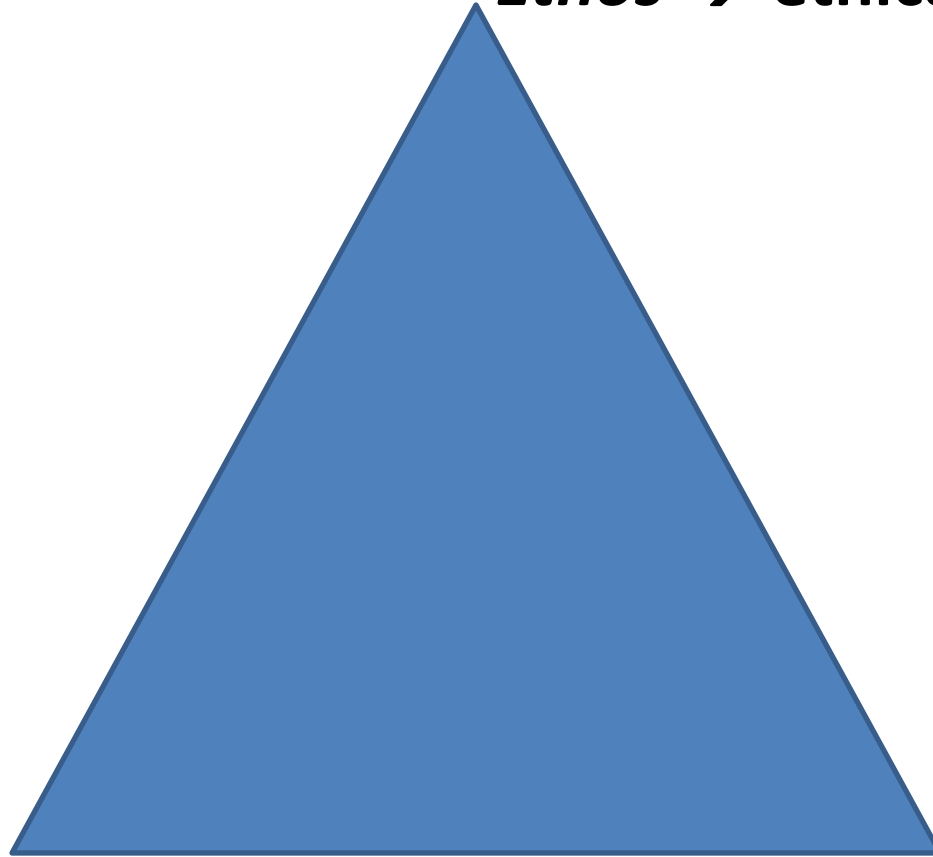
Persuasive Writing

***Teaching the Rhetorical Triangle
and Counter-Argument***

The Rhetorical Triangle

Ethos, Pathos, Logos

***Ethos* → ethical appeal**



***Pathos* → emotional appeal**

***Logos* → logical appeal**

Ethos



A cleaner, safer, greener future.
That is what drives us.

Announcing the S 400 HYBRID.

It is the world's first hybrid sedan powered by a compact lithium-ion battery. With no loss of trunk space, you simply experience the peerless luxury you expect from the world's flagship sedan, with a whole new level of efficiency. The S 400 HYBRID is the latest in a series of sustainability breakthroughs—from BlueTEC clean-diesel technology to a hydrogen-powered electric vehicle that emits only water. At Mercedes-Benz, we strive not only to build the best cars *in* the world, but *for* it. **MBUSA.com**

Mercedes-Benz



2010 S 400 HYBRID Sedan shown in Palladium Silver metallic paint with optional 19" multispoke wheels and Premium 1 Package. For more information, call 1-800-FOR-MERCEDES, or visit MBUSA.com.
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OUR MEMBERS NOT ONLY IMPROVE HOW THEY LIVE. THEY IMPROVE WHERE THEY LIVE.

"I volunteer for the AARP Foundation WorkSearch program. In this economy, even people with advanced degrees are now unemployed."

"We show them how other people in their shoes have found jobs. And we say, you can do that too."

"It's not just how many folks we place, it's how we prepare them for the job search."

"I know some people join AARP for the benefits and discounts. But for me, volunteering with the Foundation and making a real difference, that's the real value of AARP."

*-Charles Talley,
AARP member*

Learn more at aarp.org

AARP®

HEALTH / FINANCES / CONNECTING / GIVING / ENJOYING

Pathos



©2006 The Clorox Company.

*B*ecause a bathroom can be more than just a bathroom,
Clorox® helps keep it clean. Even the imaginary parts.



clorox.com



It's hard to find your litter box if you can't smell it.

freshstep.com

Logos

Myth

There's nothing you can do
to treat your depression.

Reality

You have options.

*Ask your doctor if prescription
EFFEXOR XR is right for you.*

Important Safety Information

Suicidality and Antidepressant Drugs

Antidepressants increased the risk compared to placebo of suicidal thinking and behavior (suicidality) in children, teens, and young adults. Depression and certain other psychiatric disorders are themselves associated with increases in the risk of suicide. Patients of all ages who are started on antidepressant therapy should be monitored appropriately and observed closely for clinical worsening, suicidality, or unusual changes in behavior. EFFEXOR XR is not approved for use in children and teens.

- People taking MAOIs should not take EFFEXOR XR.
- All patients taking antidepressants should be watched closely for signs that their condition is getting worse or that they are becoming suicidal, especially when they first start therapy, or when their dose is increased or decreased. Patients should also be watched for becoming agitated, irritable, hostile, aggressive, impulsive, or restless. Such symptoms should be reported to the patient's doctor right away.
- Before starting EFFEXOR XR, tell your doctor if you're taking or plan to take any prescription or over-the-counter drugs, including migraine headache medication, herbal preparations, and nutritional supplements, to avoid a potentially life-threatening condition.
- EFFEXOR XR may raise blood pressure in some patients. Your blood pressure should be controlled before starting treatment and should be monitored regularly.
- Mydriasis (prolonged dilation of the pupil of the eye) has been reported with EFFEXOR XR. You should notify your physician if you have a history of glaucoma or increased eye pressure.
- When people suddenly stop using or quickly lower their daily dose of EFFEXOR XR, discontinuation symptoms may occur. Talk to your doctor before discontinuing or reducing your dose of EFFEXOR XR.

Please see Patient Information on opposite page.

Wyeth® © 2007, Wyeth Pharmaceuticals Inc., Philadelphia, PA 19101 207899-01 August 2007

- Pregnant or nursing women shouldn't take any antidepressant without consulting their doctor.
- Until you see how EFFEXOR XR affects you, be careful doing such activities as driving a car or operating machinery. Avoid drinking alcohol while taking EFFEXOR XR.
- In clinical studies, the most common side effects with EFFEXOR XR (reported in at least 10% of patients and at least twice as often as with placebo) were constipation, dizziness, dry mouth, insomnia, loss of appetite, nausea, nervousness, sexual side effects, sleepiness, sweating, and weakness. Ask your doctor if EFFEXOR XR is right for you.

If you do not have prescription drug insurance and need help paying for EFFEXOR XR, Wyeth may be able to help. Visit us at www.wyeth.com or call us at 1-800-568-9938 for more information.

Visit StillHaveSymptoms.com
or call 1-866-537-3980 for your
FREE educational DVD.

ONCE-DAILY
VENLAFAXINE HCl
EFFEXOR XR® EXTENDED
RELEASE
CAPSULES

The change you deserve.™

run less. get more.™

JOIN THE RESISTANCE™



FEATURING

Shape-ups

TECHNOLOGY

skechers

SRR

RESISTANCE
RUNNER

85%

HELPS INCREASE
POSTURAL MUSCLE
ACTIVATION UP TO 85%

71%

HELPS INCREASE
GLUTEUS MEDIUS MUSCLE
ACTIVATION UP TO 71%

68%

HELPS INCREASE
CALF MUSCLE
ACTIVATION UP TO 68%

13.2%

HELPS BURN UP
TO 13.2%
MORE CALORIES

www.JoinTheResistance.com

also available
at select **Finish Line**

advertising to analyze in small groups

**What are the rhetorical appeal(s)?
What details reinforce appeals?**



Concerned About Achieving Your New Year's Resolutions?

Try Protandim®, the Unique Antioxidant Solution!

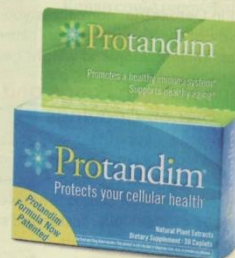
A FEW FACTS ABOUT PROTANDIM®

- Did you know that intense exercise, a poor diet, exposure to pollution and pesticides, and smoking can all lead to increased free radical attacks on your body?
- Protandim is a unique antioxidant solution clinically proven to reduce free radical damage*.
- Protandim helps slow the cell aging process, supports healthy aging and promotes a healthy immune system*.
- Protandim works by boosting your body's production of its own antioxidant enzymes which work together to neutralize free radicals and prevent oxidative stress, the cell damage caused by free radicals.
- In a clinical study with men and women taking Protandim for 30 days, an average 40% reduction in oxidative stress was observed. This reduction was maintained for 120 days with continued Protandim use*.

1. Sally K. Nelson, et al., "The Induction of human superoxide dismutase and catalase in vivo: A fundamentally new approach to antioxidant therapy," *Free Radical Biology & Medicine* 40 (2006) 341-347.

New Year's Resolutions

1. Fight free radical damage



2. Start exercise program
3. Improve diet

Start the New Year right! Fight free radical damage and help slow the cell aging process with Protandim.* Get your first bottle of Protandim free and receive a bonus *Healing Quest* DVD by calling us at 866-460-7241 or visiting us at www.protandim.com/pt.aspx Limited time offer, contact us today!



AS SEEN IN

familydoctor
YOUR ESSENTIAL GUIDE TO HEALTH AND WELLBEING



Take one Protandim a day to elevate your body's natural antioxidant defenses and take control of your health.*

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

AVAILABLE AT FINE RETAILERS NATIONWIDE INCLUDING: **GNC** LiveWell. **CVS/pharmacy** **drugstore.**



▲ For info: Turn to page 111 and circle #12.

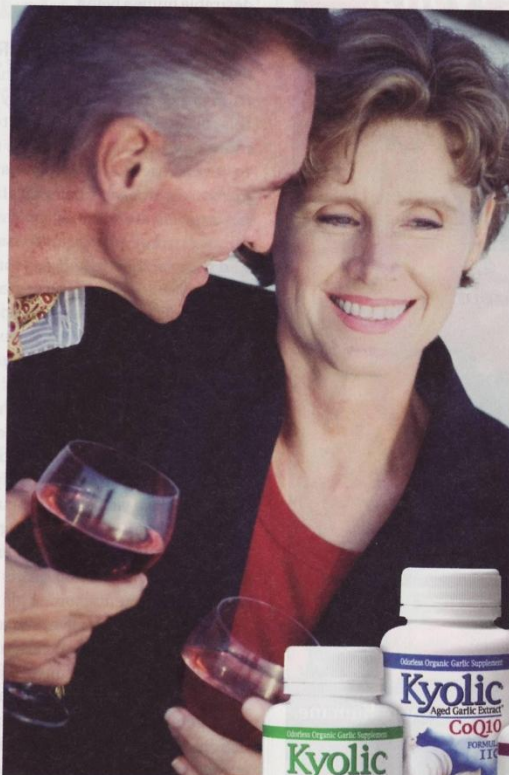


SMELL LIKE A MAN, MAN.

Old Spice ★.COM



Some things get better with age,



*like love, fine wine and
Kyolic® Aged Garlic Extract™*



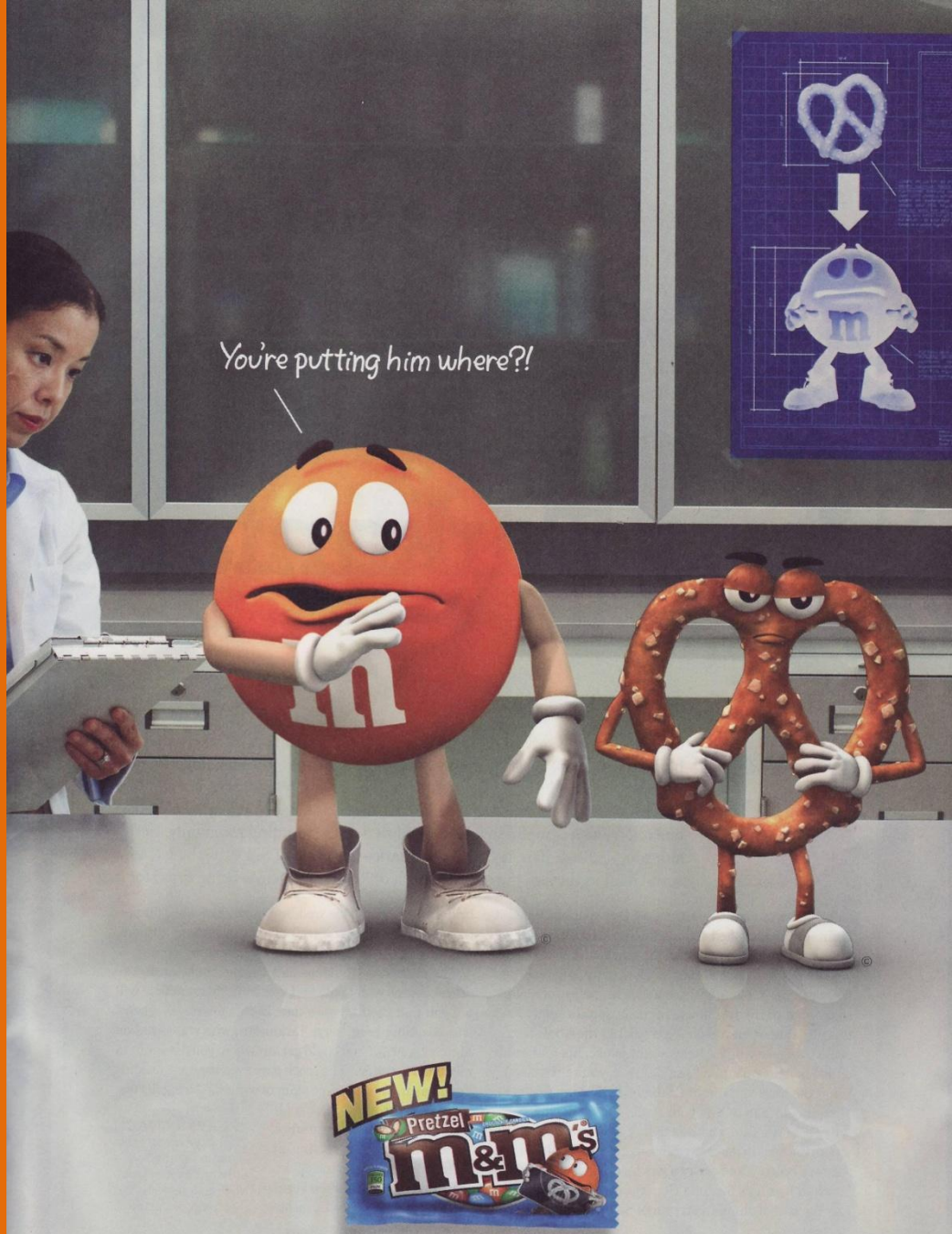
We know that loving relationships and a healthy lifestyle protect our hearts and increase the quality and length of our lives. Organically grown, Kyolic Aged Garlic Extract is aged up to 20 months to enhance the nutritional value of the garlic and remove its pungent odor. This aging process makes Kyolic up to 50 times richer in active beneficial compounds than raw garlic and is gentle on the stomach. Kyolic is proven in over 580 scientific studies to enhance immune function, protect your cells from free radical damage, and reduce the widest range of cardiovascular risk factors.*

Love your life and enjoy good heart health with Kyolic! Call 1-800-421-2998 and mention this Ad for a free sample!

© 2007 Wakunaga of America Co., Ltd., Mission Viejo, CA 92691 (800) 421-2998

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease. Kyolic is a registered trademark of Wakunaga of America Co., Ltd.

▲ For info: Turn to page 111 and circle #17.



You're putting him where?!



A Crunchy Pretzel Inside M&M'S® Candies.

If you find anything else
inside our bag, it's called your hand.

Just potatoes, all-natural oil & a dash of salt.



Happiness  simple

Per 1 oz serving. All TMs owned by Frito-Lay North America, Inc. © 2010



Celebrating over 70 years of saving people money
on car insurance, and a 97% customer satisfaction rate.
He may look serious, but he's smiling inside.

GEICO

A SUBSIDIARY OF BERKSHIRE HATHAWAY INC.

AFRICA
ALASKA
ASIA & PACIFIC
AUSTRALIA
NEW ZEALAND
CANADA
NEW ENGLAND
CARIBBEAN
BERMUDA
EUROPE
HAWAII
MEXICO
PANAMA CANAL
SOUTH AMERICA
WORLD VOYAGE



Luminous

We invite you to discover. To be charmed witness to time-honored traditions and storied cultures, suddenly before you. To match the revelations of explorers; to learn the sound of a 200-foot waterfall; to have a moose hold you in light regard. We invite you to turn the unfamiliar into precious memories, using our mid-sized ships as your guide. We invite you, and we are at your service. Call your Travel Professional or 1-877-SAIL HAL, or visit www.hollandamerica.com.



Holland America Line
A Signature of Excellence

Ships' Registry: The Netherlands

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Join Jimmie Johnson, Lowe's and Samsung in helping children get ahead.

Samsung Hope for Children and Lowe's are driving to make a difference in children's lives with the help of Jimmie Johnson, driver of the No. 48 Lowe's Chevrolet. Together we are assisting children and families in need throughout the United States by supporting the Jimmie Johnson Foundation and the Helmet of Hope charities.

To learn more about how you can share the wonder of helping children in need, visit www.samsung.com/hope



Brainstorm ethos, logos, and pathos.

Writing Situation

Your grades have dropped, and your parents insist that you must quit your part-time job. Because you must make your own car payments, this decision means that you will not be able to keep your car. You are concerned that you will get upset if you try to talk to your parents. Instead, you decide to write them about the situation.

Directions for Writing

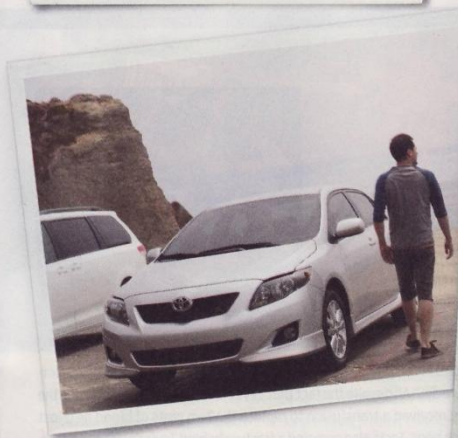
Write your parents a letter in which you try to convince them that you should be given another chance to improve your grades without giving up your job and car. Make your argument clear, complete, and convincing.

Sample Assignment

- Assign a *rhetorical bouncer* for the class, and position this student at the door.
- Ask everyone else to remain outside, and explain that they will be given an audience and rhetorical task and that they must convince the bouncer to allow them entry to the classroom using logos, pathos and ethos.
- Bouncer draws a specific rhetorical appeal and does not allow student to enter until he or she has directly appealed to the bouncer using this strategy.

Sample Assignment

- Have students bring magazines from home.
- Working in small groups, students select three ads, each using a different dominant rhetorical appeal.
- Students identify and explain details from ad that reinforce the appeal.
- Working in small groups, students find two ads for the same product/company that use different appeals.
- Students conjecture about how appeal is related to audience.



MAPG = MY PERSONAL GOALS

WE DIDN'T HAVE A LOT OF MONEY GROWING UP.
MY PARENTS CAME HERE FROM ECUADOR. THEY RAISED
ME TO WORK HARD AND PROVIDE FOR MYSELF.
MAKE MY OWN FATE. MY NEW COROLLA IS THE
FIRST THING THAT I COULD SAY IS REALLY MINE.
NOT USED. NOT A HAND-ME-DOWN. IT MAKES YOU
FEEL GOOD. ANOTHER GOAL YOU'VE ACCOMPLISHED.
IT JUST MAKES YOU FEEL LIKE YOU'RE
DOING STUFF WITH YOUR LIFE. I'M FINALLY
ON MY OWN.

SERGIO MONSERRATE
2010 COROLLA OWNER

You'll never forget your first new Corolla—the best-selling car of all-time.*
Share your story at [facebook.com/toyota](https://www.facebook.com/toyota)

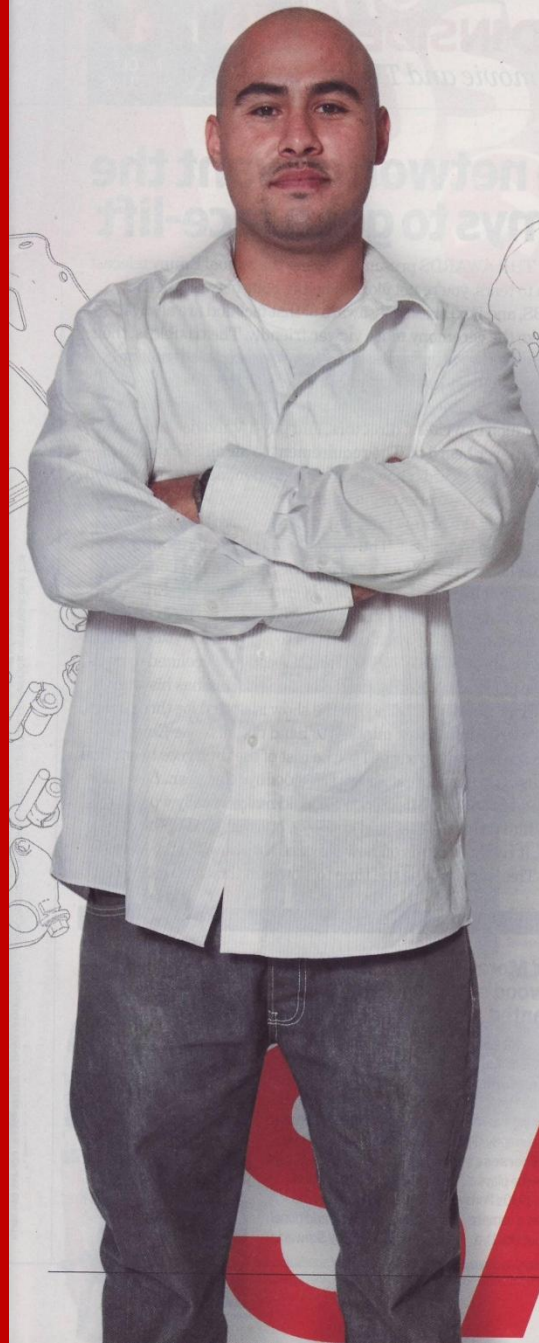


Thanks for your story, Sergio!

Options shown. *Based on manufacturer's estimate. ©2010 Toyota Motor Sales, U.S.A., Inc.



TOYOTA
moving forward



everyone deserves to be safe.

Toyota is investing a million dollars an hour
to enhance their technology and your safety.

No matter who you are or what you drive, everyone deserves to be safe. That's why Toyota is spending a million dollars an hour on research and development. One result of this investment is the Star Safety System™. Standard on every new vehicle, the Star Safety System™ is a combination of five accident avoidance technologies that help keep you in control and out of harm's way. **In fact, no other brand has more 2010 Insurance Institute for Highway Safety Top Safety Picks than Toyota.*** Because nothing is more important to you than your safety. For more on Toyota's safety innovations, [visit toyota.com/safety](http://toyota.com/safety)



SAFE

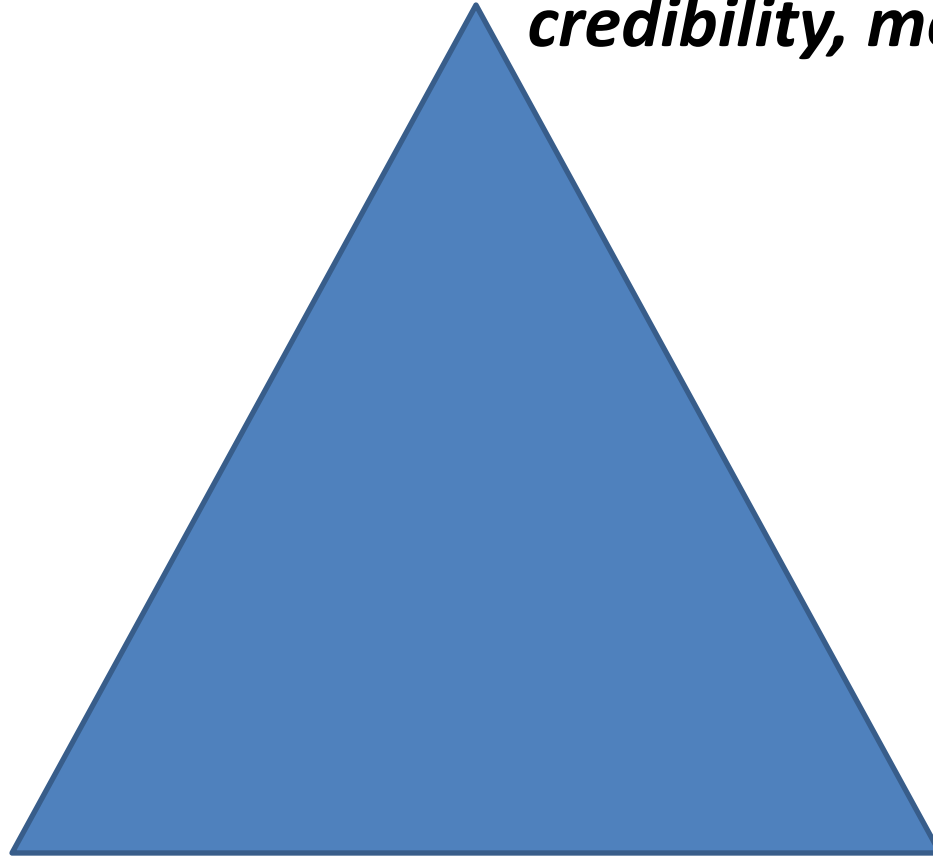
toyota.com/safety

*For more details on 2010 Top Safety Pick Awards, see www.iihs.org. ©2010 Toyota Motor Sales, U.S.A., Inc.

The Rhetorical Triangle

Speaker, Audience, Subject

Speaker/Writer
credibility, morals, beliefs



Audience/Reader
Interests, biases, concerns

Subject/Position
argument, evidence, content

advertising to analyze in small groups

**Who is the target audience?
What are the rhetorical appeal(s)
used to convince this group?
Are they effective?**

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SMELL LIKE A MAN, MAN.

Old Spice *.COM



**DO THEY CHARGE
YOU IF YOU USE
THE CARD?**

**DO THEY CHARGE
YOU IF YOU DON'T
USE THE CARD?**

ENOUGH.

Switch to the Discover® More® card today.

No Annual Fee.

No Reward Redemption Fee.

No Inactivity Fee.

No Additional Card Fee.



Visit discover.com
Call 1-800-DISCOVER

A young boy with brown hair and freckles is covered in mud from his arms down to his knees. He is wearing a white ribbed tank top and grey shorts. He is standing outdoors with green foliage in the background. The image is framed by a solid green border.

Splash Jackson

NEVER MET A PUDDLE HE DIDN'T LIKE

Whitens better
than detergent alone.





**THE ALL-NEW RAM HEAVY DUTY.
MOTOR TREND'S 2010 TRUCK OF THE YEAR.**

**IT'S LEGENDARY
ENGINEERING UNTIL
YOU GET IN.
THEN CHEMISTRY
TAKES OVER.**

RAMTRUCKS.COM



RAM

Persuasive Concepts to Teach

- **AUDIENCE AWARENESS and SPEAKER CREDIBILITY**
- **TONE and DICTION**
- **THESIS**

Complexity

grammatically complex, including an independent clause that states the writer's opinion and a dependent clause that reveals the reason for that opinion or the counter-argument (Although _____, _____.) (Because _____, _____.) (_____; however, _____.)

- *Clarity & Specificity*

directly addresses the topic or question; precisely declares or implies why you hold the opinion you have stated and provides reason or explanation for your perspective

Brainstorm speaker, audience, and argument. Consider thinking outside the box.

Writing Situation

At the present time, young Americans volunteer to enlist for military service. However, other countries already require that their citizens serve for a specific length of time (such as Israel, where men serve three years, women two). If the United States of America is to maintain its present military operations, some argue that more members of the armed forces may be necessary. Do you agree or disagree with the idea that all Americans, both men and women, should be required to serve in the military for two years?

Directions for Writing

Write a letter to an elected official or to your fellow Americans (addressing them through a letter to the editor of the *Atlanta Journal-Constitution* or the *Rockdale Citizen*) in which you persuade the reader to support your point of view. Support your position with specific reasons and examples.

Sample Assignment

- View two of your favorite television shows and the advertisements targeted toward specific consumers during the shows.
- Specifically describe the target audience, and explain what the show suggests about its target audience.
- Analyze the commercials broadcast during each show. What rhetorical strategies do the advertisers use to appeal to their target audience?
- Comparing the shows and the advertisements, assess how the media perceives you as an American teenager.

Counter- Argument

Opposition and Argument

Structuring an Argument with Counter-argument

- Body Paragraph 1: Present the OPPOSITION.
Certainly OR Granted, _____.
Give the opposing arguments full and fair presentation with evidence.
- Other Body Paragraph(s): Present elements of the ARGUMENT and refute the OPPOSITION.
However, _____.
Furthermore, _____.
In addition, _____.
Give each element of the argument (including specific rhetorical strategies) full explanation with evidence.
- Conclusion: Call the audience to action.
Therefore, _____.

Choose position.

Brainstorm opposition and counter-argument.

Writing Situation

With the development of space travel, living beyond the planet Earth has become a possibility. You are one of the people who have been chosen to colonize another planet. The planet is already supplied with the basics of food, clothing, and shelter. Each colonist can take one additional item, but all must agree on the items that each colonist brings. Decide what one item you want to take with you.

Directions for Writing

Write a speech to your fellow colonists that justifies your choice. By presenting a well-developed argument, convince them that your item should be taken to the new planet.

Choose position.

Brainstorm opposition and counter-argument.

Excerpt: *The media not only transmit information and culture, they also decide what information is important. In that way, they help to shape culture and values.*

—adapted from Alison Bernstein, "Artists Thrive on Freedom and Freedom Thrives on the Arts"

Assignment: Do newspapers, magazines, television, radio, movies, the Internet, and other media determine what is important to most people? Plan and write an essay in which you develop your point of view on this issue. Support your position with reasoning and examples taken from your reading, studies, experience, or observations.

Choose position; then, argue opposition.

Writing Situation

Because of dwindling economic resources and decreasing student scores on standardized tests, the Georgia Department of Education is considering eliminating sports programs in middle and high schools. The members of the state board of education are calling for Georgia citizens to share their positions about this issue before they make a decision. Reflect on the matter of whether sports programs should or should not be removed from public schools.

Directions for Writing

Write a letter to the Georgia Board of Education. Clearly express your position and include supporting evidence to convince board members to agree with your viewpoint.

Choose position; then, argue opposition.

Excerpt:

1. Honesty is an important value in every relationship. Whether interacting with a friend, a roommate, a spouse, a parent, or another loved one, individuals expect others to be honest and feel betrayed when they are deceived.

—Jennifer Gescheidler

2. Deception can actually make it easier for people to get along. In a recent study, for example, one out of every four of the lies told by participants was told solely for the benefit of another person. In fact, most lies are harmless social untruths in which people pretend to like someone or something more than they actually do (“Your muffins are the best!”)

—Allison Kornet

Assignment: Is deception ever justified? Plan and write an essay in which you develop your point of view on this issue. Support your position with reasoning and examples taken from your reading, studies, experience, or observations.

Sample Assignment

- **Present topic, and have class vote on initial position (with hands or clickers or movement around room).**
- **Group students according to position.**
- **Give groups task to generate position (with rhetorical strategies and evidence) and opposition (with evidence).**
- **Assign a timed essay—with a twist. Students are required to argue the opposite of their initial position.**