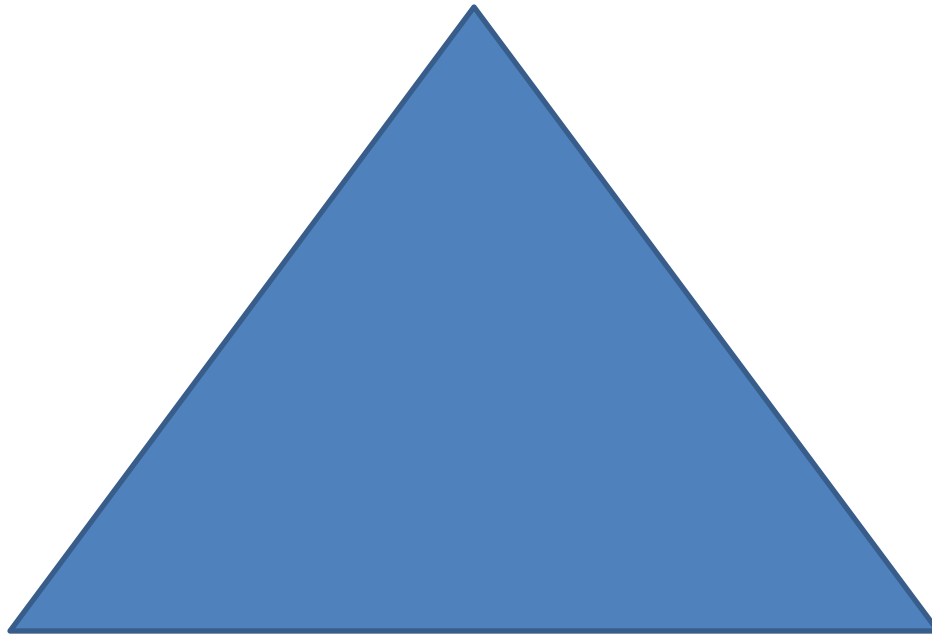


# Rhetoric

What does the phrase “It’s not what you say, it’s how you say it” mean?

# The Rhetorical Triangle

LOGOS: Logic/Ideas  
AKA What you're writing



ETHOS: Form/Manner  
AKA Who's writing?

PATHOS: Force/Emotion  
AKA Who's reading it?

# LOGOS: Appeals to Reason/Logic

- Appeals to the logical reasoning ability of audience.
- Cause and effect
- Facts
- Case studies/Statistics
- Analogies
- Experimental evidence
- Testimony from authority

# LOGOS Examples

- “9 out of 10 Doctors agree that...”
- “If you don’t make good grades, I’ll take away your cell phone.”
- “Michael Vick wears UnderArmor, and he’s a pro football player. If I wear UnderArmor, then I’ll play like Michael Vick.”
- “Running a classroom is like being the captain of a ship...”

# PATHOS: Appeals to Emotion

- Appeals to higher emotion:
  - Duty, Fairness, Honor, Love, Justice, Pity, Etc.
- Appeals to lower emotion:
  - Greed, lust (sex), revenge, hedonism, etc.

# PATHOS Examples

Higher Emotion:

- “Do it for your country!”
- “Come on baby, don’t you love me?”
- “You should tell the truth because it’s honorable.”

Lower Emotion:

- “Get money”
- The axe deodorant commercials
- “Look at all these people having fun at this place. If you go to this place and spend your money, you’ll have fun, too!”

# ETHOS: Form/Manner/Credibility

- The sense that you (the author) are competent, reliable, and fair. Includes:
- Trustworthiness
- Credibility
- Reliability
- Expert testimony (To your credibility, not to your argument—Do not get this confused with LOGOS)
- Reliable sources
- Fairness
- Respect
- CREDIBILITY IS HARD TO GAIN AND EASY TO LOSE

# ETHOS: Examples

- Audience awareness: Using formal language/respectful tone where appropriate.
- Hidden rules of cultures/classes
- Demonstrating that you know what you're doing
- “Our company has been in business for X years.”



# ETHOS: Final Note

ETHOS is one of the main reasons why students who make brilliantly logical arguments still do not convince anyone of the validity of their points.

- Example 1: Teacher gets on to student about a cell phone. Student loses control and gets an attitude with the teacher, protesting his/her innocence. Teacher is now convinced that the student was actually texting in class.
- Example 2: Teacher gets on to a different student for the same reason. Student was not texting, but apologizes anyway and politely complies. Later, the kid respectfully confronts the teacher outside of class in his/her free time. The teacher feels bad for suspecting that such a polite kid would text in her class and apologizes to the student in front of the class the next day.