

Today is A Schedule (90 minute classes - Periods 1 - 4)

# English 10

OCTOBER 8<sup>TH</sup>, 2015

# Period 2

## ► Announcements

# Rhetorical Appeals

We can use the following appeals to persuade our audience:

## **Ethos** – Ethical Appeal

The source of the info and who is saying it.

- Credibility
- Reputation
- Trustworthiness
- Authority

## **Pathos** – Emotional appeal

Emotion – Make the audience feel to get them on your side. Fear, Love, Anger, and Lust are most common

## **Logos** – Logical Appeal

Makes sense

Uses data and evidence

# Practice

- ▶ Watch the following commercials and determine the type of appeal used:
  - ▶ Ethos
  - ▶ Pathos
  - ▶ Logos

<https://youtu.be/4W6VxtNZjok?list=PL19280887E9B189D2>

<https://youtu.be/ruav0KvQOOg?list=PL19280887E9B189D2>

<https://youtu.be/8ULR68LTmbw?list=PL19280887E9B189D2>

# *Judging Arguments*

- ▶ I can evaluate the quality (validity) of an argument based on key factors

# New Term (write in glossary)

## Evaluate

- ▶ To judge or determine the quality, significance, and/or worth.
- ▶ Ex. During our Philosophical Chairs discussion, Mr. Spaulding evaluated the quality of our responses.

# Evaluating Quality of Reasons in an Argument

- ▶ The two keys to evaluating the quality of an argument are built upon understanding how the type of evidence combines with the argumentative appeals to impact the audience (convince the audience that the claim is correct).
- ▶ The two keys for judging the impact are:
  - ▶ **Validity (of the reasoning)**
  - ▶ **Effectiveness (of the reasoning)**

# Validity

When judging the validity of an argument, one judges the truthfulness of what is being said and the reliability of who is saying it. This becomes two essential questions:

1. How truthful is the reason or evidence?
2. How trustworthy is the source of that reason or evidence?

**Note:** If you cannot identify the source\*, this automatically makes you wonder if that evidence or reasoning is valid.

\*source: this is where the evidence or reason comes from

# Practice

In your notebooks create the following chart:

# 1	
<b>Evidence</b>  What type?  Is it truthful and why or why not?	
<b>Source</b>  It is trustworthy?	

# Practice

For the following statements, fill out the chart analyzing the evidence and the source.

1. According to Twitter sources, McKay High School will have 34 athletes participating in the 2016 Olympic Games.
2. Cell-phones give you brain cancer according to Joe, this guy I know.
3. Game Informer voted BioShock Infinite as the best game of 2013.
4. Each day, 11 teens in this country are killed texting while driving according to the Insurance Institute for Highway Safety.

# Practice

1. According to Twitter sources, McKay High School will have 34 athletes participating in the 2016 Olympic Games.

# 1	
<b>Evidence</b>  What type?  Is it truthful and why or why not?	
<b>Source</b>  It is trustworthy?	

# Practice

1. According to Twitter sources, McKay High School will have 34 athletes participating in the 2016 Olympic Games.

<b># 1</b>	
<b>Evidence</b>	<b>McKay High School will have 34 athletes participating in the 2016 Olympic Games.</b>
<b>Is it truthful and why or why not?</b>	<b>Doesn't seem truthful as most Olympic Athletes are in their 20's and not in high school.</b>
<b>Source</b>	
<b>It is trustworthy?</b>	

# Practice

1. According to Twitter sources, McKay High School will have 34 athletes participating in the 2016 Olympic Games.

# 1	
<b>Evidence</b>	<b>McKay High School will have 34 athletes participating in the 2016 Olympic Games.</b>
Is it truthful and why or why not?	Doesn't seem truthful as most Olympic Athletes are in their 20's and not in high school.
<b>Source</b>	<b>Source = Twitter</b>
<b>It is trustworthy?</b>	<b>Twitter could be trustworthy depending on where the info came from, but this just said twitter sources, so the source is not trustworthy.</b>

# Practice

2. Cell-phones give you brain cancer according to Joe, this guy I know.

# 2

**Evidence**

Is it truthful  
and why or  
why not?

**Source**

It is  
trustworthy?

# Practice

2. Cell-phones give you brain cancer according to Joe, this guy I know.

# 2	
<b>Evidence</b>	<b>Cell phones give you brain cancer.</b>
Is it truthful and why or why not?	I haven't heard about this, but I guess it could be true – all of those radiation waves near your head.
<b>Source</b>	
It is trustworthy?	

# Practice

2. Cell-phones give you brain cancer according to Joe, this guy I know.

# 2	
<b>Evidence</b>	<b>Cell phones give you brain cancer.</b>
Is it truthful and why or why not?	I haven't heard about this, but I guess it could be true – all of those radiation waves near your head.
<b>Source</b>	<b>Joe this guy I know.</b>
It is trustworthy?	Doesn't seem trustworthy. Who is Joe? Is he a scientist? A brain researcher? How does he know?

# Practice

3. Game Informer voted BioShock Infinite as the best game of 2013.

# 3

**Evidence**

What type?

Is it truthful and why or why not?

**Source**

It is trustworthy?

# Practice

3. Game Informer voted BioShock Infinite as the best game of 2013.

<b># 3</b>	
<b>Evidence</b>  What type? Is it truthful and why or why not?	<b>Bioshock Infinite is the best game of 2013</b>  Opinion – I don't know this game, but I suppose it could be the best.
<b>Source</b>  Is it trustworthy?	

# Practice

3. Game Informer voted BioShock Infinite as the best game of 2013.

<b># 3</b>	
<b>Evidence</b>  What type? Is it truthful and why or why not?	<b>Bioshock Infinite is the best game of 2013</b>  Opinion – I don't know this game, but I suppose it could be the best.
<b>Source</b>  Is it trustworthy?	<b>Game Informer</b>  Game Informer is a top website about gaming. It is a trustworthy source.

# Practice

4. Each day, 11 teens in this country are killed texting while driving according to the Insurance Institute for Highway Safety.

# 3

## Evidence

What type?

Is it truthful  
and why or  
why not?

## Source

It is  
trustworthy?

# Practice

4. Each day, 11 teens in this country are killed texting while driving according to the Insurance Institute for Highway Safety.

# 3	
<b>Evidence</b>	<b>11 teens are killed each day texting while driving.</b>
Is it truthful and why or why not?	Fact (statistic). Seems truthful, I see a lot of teens driving and texting.
<b>Source</b>	
It is trustworthy?	

# Practice

4. Each day, 11 teens in this country are killed texting while driving according to the Insurance Institute for Highway Safety.

# 3	
<b>Evidence</b>	<b>11 teens are killed each day texting while driving.</b>
Is it truthful and why or why not?	Fact (statistic). Seems truthful, I see a lot of teens driving and texting.
<b>Source</b>	<b>Insurance Institute for Highway Safety</b>
It is trustworthy?	Seems like a trustworthy source – sounds very official and insurance companies need to know this info.

# Effectiveness How successful something is

When judging the effectiveness of reason or evidence in an argument, one focuses on the impact on the audience to see how successful the evidence was.

-Remember, great arguers use a variety of appeals and evidence to convince their audience that their claim is right. Judging effectiveness can be done by answering two questions:

1. How will this reason or evidence **impact** the intended audience?
2. How well does this reason or evidence **help prove the claim**?

**Impact:** how deeply the audience is influenced by what the author says

# Practice (Effective Appeals/Evidence)

Working with a partner, consider the appeal (ethos, logos, pathos) and the evidence type (facts, examples, scenarios) to make the most effective argument for each of the following. Think about the Impact on the audience.

1. Arguing to a group of 5-year olds the importance of brushing their teeth.
2. Arguing to a friend that they should quit smoking.
3. Arguing to a parent or guardian that you should be allowed to stay out until midnight.
4. Trying to find a home for abandoned pit-bull puppies.