

English 10

October 2nd

Pre-Warm up

- Quickly write the claim for the article:

“They Earn as They Learn”

Warm up

- You are really craving pizza and want to have it for dinner, how would you convince your mom to order a pizza?
- Write out what you would say to your mom to persuade her to have pizza for dinner
- Be ready to share with partners and the class.

Rhetorical Devices

- I can define and identify different rhetorical devices in order to create an advertisement.

Aristotle's Appeals

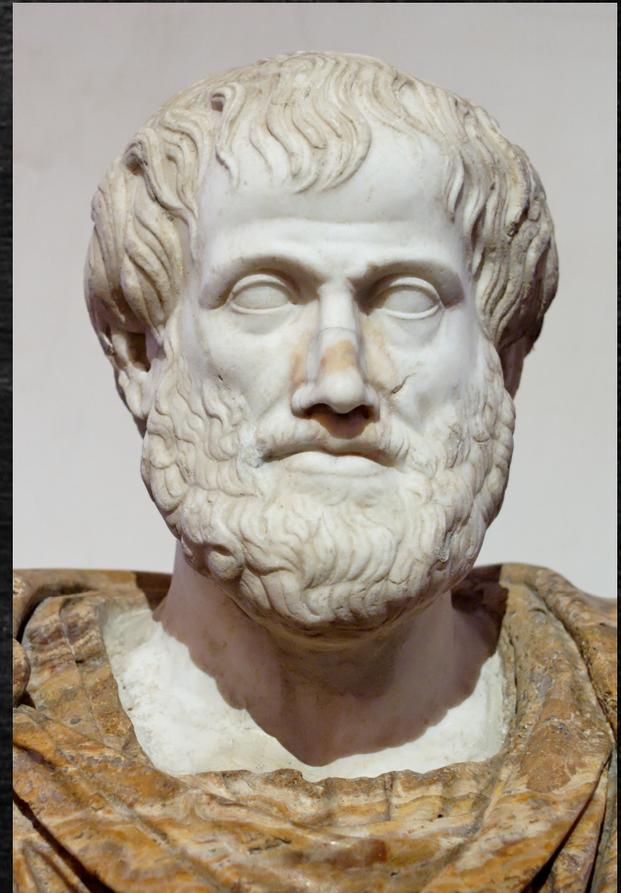
- Aristotle



- Greek philosopher and scientist

- Studied persuasion and categorized the techniques into three categories:

- Ethos, Logos,
and Pathos (Argumentative Appeals)



Aristotle's Appeals

Create this chart in your notebook – give more space to write a lot

Rhetorical Appeal	Definition/Notes
<u>Ethos</u>	
<u>Logos</u>	
<u>Pathos</u>	

Aristotle's Appeals

We will watch a video about these three appeals.
Use your chart and take notes on each type.

Aristotle's Appeals

Create this chart in your notebook

Rhetorical Appeal	Definition/Notes
<u>Ethos</u>	

Aristotle's Appeals

Create this chart in your notebook

Rhetorical Appeal	Definition/Notes
<u>Ethos</u>	<ul style="list-style-type: none">▪ <u>Ethical Appeal</u>▪ Establish Credibility by being fair, knowledgeable, trustworthy, and credible.

Aristotle's Appeals

Create this chart in your notebook

Rhetorical Appeal	Definition/Notes
<u>Logos</u>	

Aristotle's Appeals

Create this chart in your notebook

Rhetorical Appeal	Definition/Notes
<u>Logos</u>	<ul style="list-style-type: none">▪ <u>Logical Appeal</u>▪ Being Reasonable means your argument is thoughtful, has good reasons, and there is evidence.

Aristotle's Appeals

Create this chart in your notebook

Rhetorical Appeal	Definition/Notes
<u>Pathos</u>	

Aristotle's Appeals

Create this chart in your notebook

Rhetorical Appeal	Definition/Notes/Keywords
<u>Pathos</u>	<ul style="list-style-type: none">▪ <u>Emotional Appeal</u>▪ All about feelings. Speaker makes the audience feel the same as he/she.

Aristotle's Appeals

As I present more information about these appeals, please check your charts and take more notes to get a full understanding. Remember, all of these notes are available during your assessments.

Logos

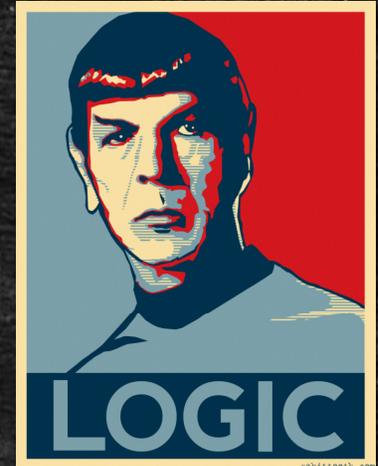
- Also known as the appeal to reason
- Logos relies on logic (reason)
- Finding Logos:

- Does it use logical statements?

For example, if/then statements or cause/effect statements.

- Does it have statistics that support the claim?

- Does it use relevant examples or other evidence?



Logos

Examples:

Every time somebody puts their hand on a hot stove burner they get burned; therefore one should not place their hand on the hot burner unless that person wishes to be burned.

– If a student does well in high-school and college, they will have their choice of careers. Therefore, if one wants their choice of careers that person should do well in high-school and college.

– Every time I release a rock from my hand it falls downward; therefore, if I release this rock it will fall downward.

Logos

Effect on the audience:

Evokes a cognitive, rational response.

Readers get a sense of,

“Oh, that makes sense!”

“Hmm, that really doesn’t prove anything.”

Ethos

Also known as the Ethical Appeal
Ethos is based on the credibility, reliability, or the character of the writer.



The author attempts to persuade the audience by demonstrating his credibility or authority.

Finding Ethos:

- Does the author use credible/reliable sources to build the argument.
- Does the author state the opposing position accurately?
- Does the author organize the argument in an easy to follow manner?

Ethos

Examples:

- Tom is clearly the most ridiculous and foolish guy in your society; he regularly puts his hand on the hot stove. You should not do so because you would be seen as equally ridiculous and foolish.
- Working hard in school and going on to a challenging and rewarding job is valued by people around you, so you should do these things because they are valued.
- Peyton Manning comes to work early and stays late and is one of the hardest working individuals in sports. If you hope to have equal success, you will need to behave in a similar fashion.

Ethos

Effect on the audience:

Helps the reader see the author is reliable, trustworthy, competent, and credible.

The reader might respect the author or his/her views.

Pathos



Also known as the Emotional Appeal.
Pathos appeals to the audience's needs,
values, and emotional sensibilities:

Finding Pathos:

- Anecdotes
- Humor
- Anything that makes you feel any kind of emotion: sadness, anger, empathy, frustration, hope, etc.

Pathos

Example:

Anecdotes or other narratives. When a writer employs a narrative or anecdote, he or she is usually attempting to connect with the reader emotionally.

For example, beginning an essay about human trafficking by relaying the personal story of a victim captures the attention of the audience because it humanizes the problem and draws on readers' empathy.

Pathos

Examples:

- Don't put your hand on the hot burner because no one respects a person who does that kind of thing.
- You should do well in school because your mom will love you more if you do.
- You should buy a nice car because it will make life more free and satisfying.

Pathos

Effect on the audience:

Evokes an emotional response. It makes the audience feel emotions. (usually fear, sympathy, empathy, anger, or lust)

Commercials

Let's watch three commercials. Try and identify each type augmentative appeal.