

PERSUASIVE APPEALS:

Logos

Pathos

Ethos

LOGOS



THE
Rhetorical
TRIANGLE

PATHOS



ETHOS



BACKGROUND:
ARISTOTLE and the RHETORICAL TRIANGLE

- o In Rhetoric (350 BC), the Greek philosopher **Aristotle** (384-322 BC) suggests that the *fundamental human characteristics* include:
- logic, reasoning
 - emotion, empathy, compassion
 - credibility, trust (perception of character)

BACKGROUND:
ARISTOTLE and the RHETORICAL TRIANGLE

- o Thus, he divided the persuasive appeals of rhetoric into 3 parts:
 - LOGOS
 - PATHOS
 - ETHOS



LOGOS

LOGOS

o “LOGIC”

o SUPPORT, PROOF, “GROUNDS”:

- logic
- reasons
- examples
- details
- facts
 - o “Just the facts, ma’am.” (Dragnet)
 - o appeals to the Vulcan inside us (Star Trek)



EVALUATING LOGOS

o PURPOSE =

- to stir readers' thoughts
- to offer readers different perspectives
- to get readers to see something in a new way

o THESIS =

- reasonable

EVALUATING LOGOS

o EVIDENCE =

- accurate
- clear, convincing
- relevant, appropriate

o REASONS =

- make sense
- no fallacies

LOGOS in *everyday life*

o to win an argument on *any* subject:

- receipts, ticket stubs
- photos, video
- text or phone or e-mail messages
- witnesses, quotes
- examples, instances, incidents, anecdotes
- weather, financial, medical, legal reports

LOGOS in *everyday life*

FRIENDS:

o to win an argument on sports (e.g.):

- use reasons supported by statistics, highlights (examples), details, facts, spectator (witness)

SCHOOL:

o to argue a grade:

- refer (rationally) to the syllabus, assignment sheet, textbook, test question, lecture notes, handouts

LOGOS in *everyday life*

PARENTS:

- o to argue for a raise in allowance
- o to argue to borrow the car
- o to argue to extend curfew
 - refer to “record” (stats) or make a bargain

CAR:

- o to buy a car, to repair/keep vs. trade/sell/junk
 - use a debit sheet, refer to an advertisement
 - KBB, NADA, Edmunds.com, Lemon Law

LOGOS in *everyday life*

WORK (with your boss):

- o to argue for a raise, day off
 - employment file, service, dedication, time card, schedule

WORK (with a customer):

- o refer to circular, advertisement, sign, computer, register

WORK (as a customer):

- o with the cashier, customer service representative
- o refer to circular, ad, sign, register receipt

LOGOS in *everyday life*

o Card Stacking

- present only one side of the issue
- failure in Iraq

o Erroneous, faulty data

- WMD
- mistaken witness
- false credentials
- assumption, inference, implication (not fact)

o Faulty reasoning

- poor induction or deduction

BAD LOGOS



PATHOS

PATHOS

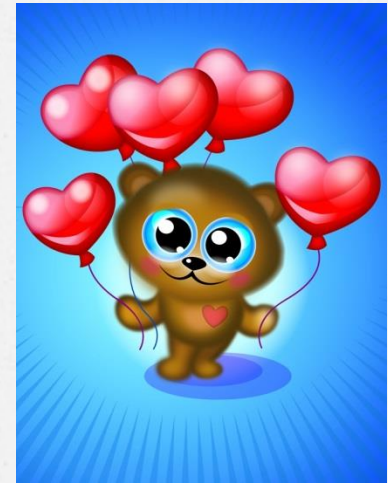
o “*SYMPATHY,*” “*EMPATHY,*” “*PATHETIC*”

o appeal to emotions (*fear, pity, guilt)

o HUMAN EMOTIONS=

- affection, anger, contempt, delight, despair
- disgust, embarrassment, envy, excitement
- fear, guilt, hope, horror, humiliation, humor
- jealousy, joy, love, royalty, passion, pity
- pride, remorse, ridicule, sadness, shame
- shock, shyness, sorrow, vengeance

often stronger than LOGOS



EVALUATING PATHOS

o LEGITIMATE & APPROPRIATE

- NOT forced,
- NOT faked,
- NOT manipulative

o With RESTRAINT

- NOT exaggerated,
- NOT overdone with wild hysterics

o With a SENSE of AUDIENCE

EVALUATING PATHOS

DANGERS:

o manipulative:

- can lead readers from their better judgment
- mob mentality

o often uses *loaded language*

- emotionally charged words or phrases
- words with strong connotations

PATHOS in *everyday life*

FRIENDS:

- o peer pressure
- o teasing

SCHOOL:

- o to argue a grade, to submit a late assignment
 - appeal to your bad day, death in the family
 - the evil computer (“the computer ate my homework”)
 - your race/gender, the teacher’s race/gender

PATHOS in *everyday life*

PARENTS:

- o guilt-trips by/to your mother
 - previous events or relationships
 - other siblings
 - playing one parent against the other

RELATIONSHIPS:

- o guilt-trips by/to your significant other
 - previous events or relationships
 - other boy/girlfriends

PATHOS in *everyday life*

CAR:

o to buy or keep

- attraction, sentimentality, frustration

o to try to get out of a speeding ticket

- appeal to your bad day, death in the family, race or gender, to the officer's race or gender
- flirt, act dumb or innocent

PATHOS in *everyday life*

WORK:

o to argue with your boss

- (to get a raise, promotion, break)
- use your family, dedication
- years of service, long shift

PATHOS in *everyday life*

WORK:

o as a customer:

- to argue a price, repair work, warranty coverage
- use your years of customer loyalty, justifiable anger or indignation
- threaten to take your business elsewhere, to write or call the supervisor, to take your issue up the “food chain”

PATHOS in *everyday life*

o Sentimentality:

- save the children commercials

o Hatred:

- mobs, gangs,
- voters, anti-? demonstrations

BAD PATHOS

o Patriotism:

- rallies, parades, 9/11, commercials, commercialization (not just USA patriotism)

o Love:

- Valentine's Day, ad/commercials, Web sites

PATHOS in *everyday life*

o Sex:

- ad/commercials (cars, TAG)
- Web sites

o Humor:

- stand-ups, cartoons
- late-night shows (hit&run)

o Religiosity:

- guilt-trips, hell fire & brimstone, hypocrisy
- extremists, fundamentalists, cults

BAD PATHOS



ETHOS

ETHOS



o "ETHICS"

o writer's credibility, character

o CHARACTERISTICS of an ETHICAL PERSON:

- benevolence, courage, credibility, decency
- dedication, dignity, enthusiasm, good will
- honesty, honor, idealism, intelligence
- morality, nobility, patriotism, resolve, respect
- responsibility, seriousness, sincerity
- trustworthiness, valor, wisdom

EVALUATING ETHOS

Is the writer... ?

- fair-minded
- trustworthy
- believable
- sincere
- honest
- well-prepared

EVALUATING ETHOS

AN ETHICAL WRITER ...

- o presents both sides of the issue AND
 - FULLY, FAIRLY, OBJECTIVELY (*Rogerian Method*)
- o shows different points of view
- o appears *well-versed on subject* (accuracy)
- o gives biography (job, education, *credentials*)
- o uses data that's well-researched (**authority*)
- o has displays of intellect/knowledge
- o exhibits a sense of right & wrong
- o is not manipulative (*with *PATHOS*)
- o *uses the voice of a concerned citizen addressing a serious societal issue*
- o perhaps is challenging givens/bullies
- o demonstrates good will & good intentions
- o appears dedicated to the truth

ETHOS

TONE: (toward the subject and the audience)

- concerned
- caring, compassionate
- interested
- genuine, frank, earnest, honest

- NOT sarcastic
- NOT self-aggrandizing, self-righteous
- NOT condescending
- NOT arrogant
- NOT insincere

ETHOS

DANGER:

- exploited to serve unethical ends:
- pretending to be moral,
- irresponsible/immoral persons presenting themselves as responsible/moral



ETHOS EXAMPLES

o CLAUDIUS at PRAYER:

“My words fly up, my thoughts remain below. / Words without thoughts never to heaven go.” (*Hamlet* 3.3.98-99)

BAD ETHOS = “*words without thoughts*”

- o insincerity, artificiality, dishonesty, duplicity, hypocrisy
- o heart vs. words

ETHOS in *everyday life*

FRIENDS:

- your best interest, no ulterior motives
- advice from personal experiences

POLITICS:

- political, religious, sports scandals
 - who do you believe?!
- voting for a politician (record, accountability)

SCHOOL:

- request for help or argue a grade
 - factors: attendance, participation, preparedness, tone

ETHOS in *everyday life*

PARENTS:

- advice from experience
- fair, consistent rulings (parents)
- honesty, reliability, responsibility, accountability (you)

RELATIONSHIPS:

- trust
- honesty, best interests, morals, values, sincerity
- responsibility, accountability

ETHOS in *everyday life*

CAR:

- reliable dealer, quality service, good reputation
- responsibility, accountability, dependability

WORK:

- attempt to be fair-minded, understanding, calm, rational
- you, your boss, the customer

ETHOS in *everyday life*

o false charm:

- proverbial wolf in sheep's clothing
- politician, serial killer, ex-boy/girlfriend

o hypocrites:

- who say one thing but do another

BAD ETHOS

ETHOS in *everyday life*

o arguing a grade:

- disrespectful tone
- poor record

o relationships:

- poor record, caught in a lie
 - o lipstick, cig. smell
- faulty reasoning
- bullying
- limited sense of right & wrong

BAD ETHOS



SO WHAT

RECAP

- o LOGOS = logical evidence
- o PATHOS = emotional evidence
- o ETHOS = credibility

SO WHAT?!

o CRITICAL THINKING & READING & WRITING:

- **Persuasive Appeals Analysis** is a skill that
- assists our Source Evaluation –
 - o better scrutiny, better lexicon
- and hones our own Writing Skills
 - o better evidence, more effective arguments



END