Rhetoric

The use of Ethos, Pathos, and Logos in Argumentation
What are Rhetorical Appeals and how can I use them in my argument(s)?

Essential Question?
Aristotle defined rhetoric as “the power to see the possible ways of persuading people about a given subject.”
The goal is to change others’ point of view – move others to take action – convince others you are right!

Rhetoric is the “Art of Persuasion”
Rhetorical Triangle
Rhetorical Elements

A strong and effective argument will often incorporate all three of the following appeals:

- Logos (logical argument)
- Pathos (emotional argument)
- Ethos (ethical/moral argument)
Logos

Logos is the appeal for reason and logic
Logos (logical or fact-based appeal)

- means persuading by the use of reasoning
- Use of statistics is popular
- Focus on facts, recorded evidence, historical data
- Can mention studies, surveys
Pathos is the appeal toward emotions / passions

In order to convince your audience, you must appeal to your audience’s emotions: fear, love, sex, humor…
Ethos

Ethos is the appeal to credibility and ethics – an argument based on character.

In order for your audience to believe your facts and be affected by your emotions, they must believe that you are a credible and reliable source.

Ways to show your character or expertise:
- correct grammar
- diction (vocab)
- credible sources and
- extensive background knowledge on a subject

**Bottom line:** If you don’t sound like you know what you’re talking about, no one will listen.

Will you ever listen to these guys the same way again?
"That man over there says that women need to be helped into carriages, and
lifted over ditches, and to have the best place everywhere. Nobody ever helps
me into carriages, or over mud-puddles, or gives me any best place! And ain't
I a woman? Look at me! Look at my arm! I have ploughed and planted, and
gathered into barns, and no man could head me! And ain't I a woman? I
could work as much and eat as much as a man - when I could get it - and
bear the lash as well! And ain't I a woman?"

Sojourner Truth.
Delivered December 1851 at the Woman's Convention in Akron,
Ohio
Document 1 – Destroy This Mad Brute Enlist – U.S. Army

Historical Context:

Created by Harry R. Hopps in 1917, this poster shows an intimidating gorilla wearing a German helmet reading “militarism” and holding a bloody club labeled “kulture”. He is holding a swooning white woman as he approaches the American shoreline.
Document 2 – Let’s Blast ‘em Japanazis Buy War Stamps Here Now” – US Treasury

Historical Context:

Created by the War Stamp Council and Liquor and Wine Industries in cooperation with the U.S. Treasury Department and made available by the Office for Emergency Management, Office of War Information, Domestic Operations Branch, and the Bureau of Special Services from March of 1943 to September of 1945. This poster features Popeye the Sailor, a well-known cartoon character and urges citizens to buy war stamps to help the war effort.
Document 3 – A Suffragette’s Home – Great Britain

Historical Context:

Created in 1912 by John Hassall for the National League for Opposition to Women’s Suffrage (NLOWS), this poster is anti-suffragist and encourages men to join the National League for Opposing Women’s Suffrage.
History Context:

Created and distributed by the Berlin Department of Press and Propaganda (Presse und Propagandaamt der Reichsjugendführung) in 1941, this poster was meant to encourage young boys to join the ranks of the Hitler Youth. It depicts a German boy with Aryan features (blonde hair, fair skin, light eyes) wearing a Hitler Youth uniform standing proudly in front of a portrait of Adolf Hitler. The text on the poster translates to “Youth Serves the Fuhrer – All Ten-Year Old Boys into the Hitler Youth”
Document 5 – Let's catch him with his "panzers" down! : we will -- if we keep 'em firing!

Historical Context:
Published by General Motors Corp., this poster depicts an animated Hitler in a state of undress with his back facing the viewer. He is standing on broken toy tanks. This poster utilized humor in an attempt to encourage American industrial workers to continue weapons production to assist the war effort. The poster reads “Let’s catch him with his ‘Panzers’ down: We will – if we keep ‘em firing!” which is a play on word. A Panzer is a German tank, used during WWII
Ethos today?
Pathos Today?

HELP HAITI NOW.

Do you really love your make up?

STOP ANIMAL TESTING
Logos Today?

98% of people click. 35% of road deaths don’t.

98% OF PEOPLE CLICK

5% OF ROAD DEATHS DON’T

Do women have to be naked to get into the Met. Museum?

Less than 5% of the artists in the Modern Art sections are women, but 85% of the nudes are female.

HE'S SO SICK, HE COULD DIE BEFORE YOU GET TO WORK.

A baby like Nirol dies every six minutes in Bangladesh because healthcare is out of reach. Buy right now you can give £5 to help build a life-saving clinic.

TEXT BABY TO 70008 NOW.

NO CHILD BORN TO DIE

Save the Children
Using Logos, Pathos, and Ethos…

Which rhetorical strategy, or strategies, will you employ for:

❖ Persuading your teacher to change your grade?
❖ Asking your parents for money?
❖ Asking your sibling for help with the chores?

Why? Write down your strategy and be prepared to explain.