Rhetorical Appeals

Ethos, Pathos, Logos
Rhetoric

(noun) the art of effective or persuasive speaking or writing

Aristotle identified 3 major ways of persuading others: ethos, pathos, logos
Yesterday, you and your group used RHETORIC and the three rhetorical appeals to CONVINCE me that your group deserved the donuts!
Which commercial is MOST convincing? In other words, which commercial convinces you that you need the product?
Leave about four spaces between each one.

**Ethos** = an ethical or moral argument

**Pathos** = an emotional argument

**Logos** = a logical argument
Ethos (think ethical)

- moral credibility, trustworthiness
- expertise in the subject matter
- a celebrity
For example,...

When a **trusted doctor** gives you advice, you may not understand all of the medical reasoning behind the advice, but you nonetheless follow the directions because you believe that the doctor knows what s/he is talking about.
For example,...

Professional football players have established their **credibility in sports** by playing in the NFL. If LT tells us that VIZIO is the best plasma television for watching the game, we believe that he knows what he is talking about.
Ethos - Why?

REduces Plaque
Up to 98%

colgatetotal.com/offer
Pathos (think HEART)

An effective use of pathos will alter the mindsets of the audience through the use of emotional appeal (fear, sadness, hope, patriotism, etc.)

Both **words and pictures** can achieve this appeal. .
For example, ...
Pathos - Why?
Logos (think LOGICAL/Head)

- an attempt to appeal to the intellect.
- numbers, polls, facts & statistics
- logical reasons
For example,...
Logos - Why?
An advertisement CAN use all three methods, or two. Everyone uses at least one.

Let’s see if you can identify which methods these images use…

You need a NEW half piece of paper that will be collected. Write your name at the top. Number 1 - 7.
What rhetorical device is used?

Smoking Kills
...so why bother starting?
#2

What rhetorical device is used?
THIS WON'T HURT A BIT...

swelling, blistering, ulcers, blindness, agony, death

STOP ANIMAL TESTING

www.aact.org.au

What rhetorical device is used?
What rhetorical device is used?
What rhetorical device is used?
What rhetorical device is used?
TIPS FROM FORMER SMOKERS CAMPAIGN RESULTS

1.6 MILLION!
An estimated 1.6 million smokers tried to quit due to the Tips campaign.

300,000+
More than 300,000 years of life were added to the U.S. Population.

6 MILLION!
Non-smokers talked with friends and family about the dangers of smoking.

#CDCTIPS
U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
Ethos, Pathos, Logos

Identify one example of each from this PSA on human trafficking.
Rhetoric

The art of speaking or writing effectively; convincing/persuading others of something

Exit Slip

1. Reflect on how you would use rhetoric to change something about your life/world today. When and where could you use rhetoric? What is going on in society that would cause you to use rhetoric? What do you want to convince people of?

2. How did you feel about today’s activity?
ethos logos pathos commercials

Campbell Soup https://www.youtube.com/watch?v=PolMigh_Q1M&list=PLUt_PBZQzi_D7wPfnSX-m9Ho1pfcq_CeG&index=3
Michael M. https://www.youtube.com/watch?v=NcGhLcVqxf0
Prius https://www.youtube.com/watch?v=JHpYWSZ6d6U&list=PL07FB5798655A15F6&index=4
Dying Man/Baby https://www.youtube.com/watch?v=iGf0KSSWVck&list=PL07FB5798655A15F6&index=6
Michael Jackson https://www.youtube.com/watch?v=-RbksK3IElQ
Smoking http://youtu.be/SfAxUpeVhCq
Smoking Doctors https://www.youtube.com/watch?v=hxUZi0vEoFM
Dentist https://www.youtube.com/watch?v=luu19ux51wA
Snuggie https://www.youtube.com/watch?v=2xZp-GLMMJ0&index=13&list=PL07FB5798655A15F6
Kit kat https://www.youtube.com/watch?v=qi19l4Irdfw
Daisy Girl/Bomb https://www.youtube.com/watch?v=9Id_r6pNsus
Lions http://youtu.be/d-djRUILt_Y
Walk again? https://www.youtube.com/watch?v=GscdWBFiUV0