

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

The Donut Challenge

Yesterday, you and your group used RHETORIC and the three rhetorical appeals to CONVINCÉ me that your group deserved the donuts!



PERSUASIVE METHODS IN ACTION: COMMERCIALS!

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?





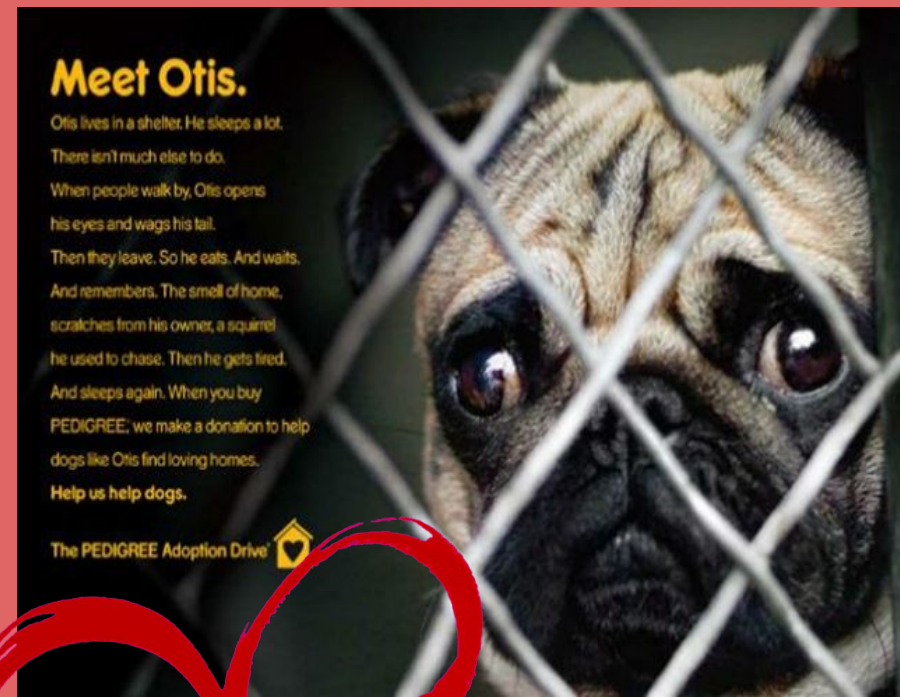
**WELCOME TO
SUNNY PORTLAND.
NEED SOME SHOES?**

© 2014 Nike Inc. All rights reserved. Sunny Portland. Photo by Mike Smith for Nike Inc. All rights reserved.

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.)

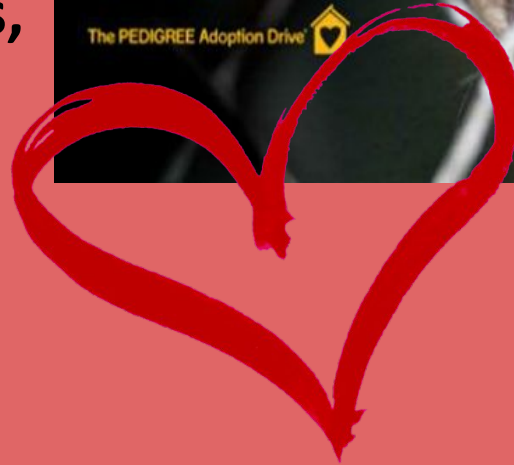
Both **words** and **pictures** can achieve this appeal. .



Meet Otis.

Otis lives in a shelter. He sleeps a lot.
There isn't much else to do.
When people walk by, Otis opens
his eyes and wags his tail.
Then they leave. So he eats. And waits.
And remembers. The smell of home,
scratches from his owner, a squirrel
he used to chase. Then he gets tired.
And sleeps again. When you buy
PEDIGREE, we make a donation to help
dogs like Otis find loving homes.
Help us help dogs.

The PEDIGREE Adoption Drive 



For example, ...



IN TOWN, CAR ACCIDENTS
DON'T JUST HAPPEN TO CARS.

SLOW DOWN.

RECORDED WITH
SCREENCAST MATIC



If American children
are not taught the
principles
of freedom,
America will not
be free for very long.
-Michael Farris

www.afhe.org

Pathos - Why?



Logos (think LOGICAL/Head)

- an attempt to appeal to the intellect.
- numbers, polls, facts & statistics
- logical reasons



TOSHIBA
SATELLITE®
NOTEBOOK
FEATURING
Intel® Centrino®
DUO TECHNOLOGY

- Intel® Core™ 2 Duo Processor T5500
- 2048MB DDR2 Memory; 200GB SATA Hard Drive
- 15.4" diagonal widescreen TruBrite™ TFT
- DVD SuperMulti (±R double layer)
- Intel® PRO/Wireless 3945ABG (802.11a/b/g)
- Windows® XP MCE 2005
- Windows® Vista™ Premium Ready and Windows® Vista™ Capable

intel
Centrino
Duo

\$1299⁹⁹

A105-S4344
#4996681 Limit 1 Per Customer



will be a victim of sexual assault during her college years*

<http://www.elsevier.com/locate/jmb>



Stop Sexual Violence at Penn State

For information and resources on how you can prevent and respond to sexual violence on our campuses, visit rockathletics.yes.org/StopSexualViolence.



ROCK
ethics
INSTITUTE

PROBATION
STUDY
HON. CHIEF



Logos - Why?



EXIT SLIP

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.

#1

What rhetorical device is used?

- 
- major cause of stroke
 - very addictive
 - raises blood pressure
 - suppresses immune function
 - dulls senses of smell and taste
 - reduces stamina
 - wrinkles your skin
 - leads to depression and fatigue
 - may cause fatal heart attacks
 - may cause emphysema
 - may cause gum disease
 - may cause cancer

Smoking Kills

...so why bother starting?

#2

What rhetorical device is used?



Cyber-bullying hurts.

For more information, visit www.cyberbullying.gov.
Call 1-800-422-4453 for more information.



#3

What rhetorical device is used?



THIS WON'T HURT A BIT...

swelling, blistering, ulcers,
blindness, agony, death

STOP ANIMAL TESTING

AAC
against
animal
cruelty
tasmantia

www.aact.org.au

**NOT TESTED
ON ANIMALS**
oct.org.au

#4

What rhetorical device is used?



PROGRESSIVE
DIRECT

PROGRESSIVE 348	STATE FARM 440
NATIONWIDE 485	AM. FAMILY 556

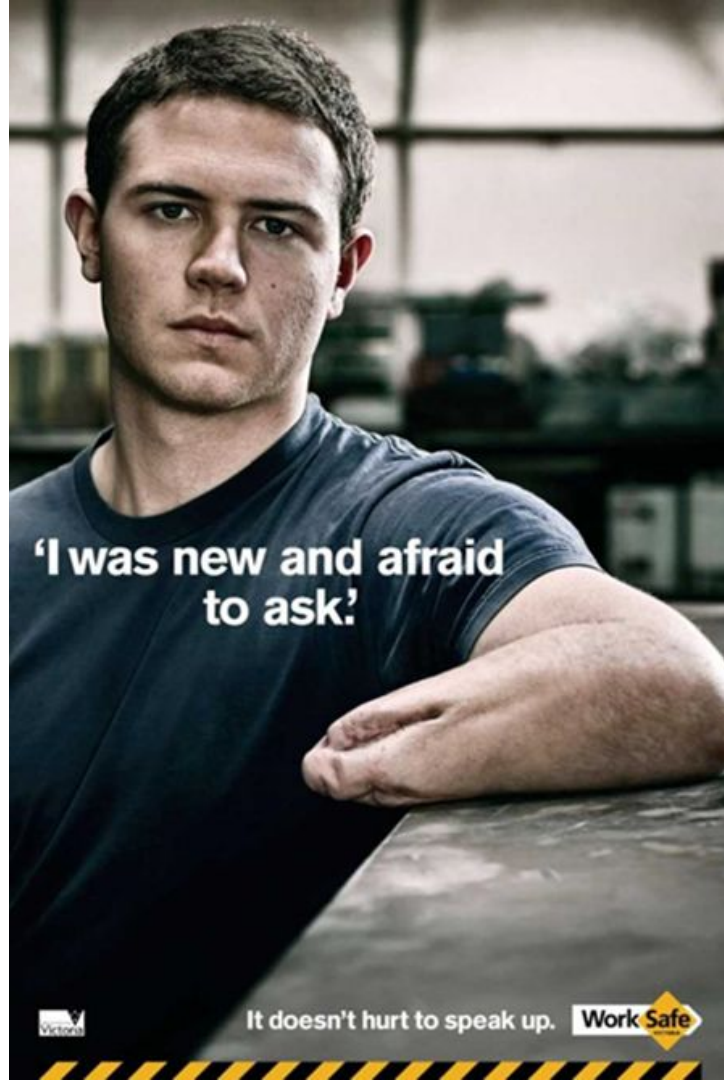
We make it easy
to compare
rates and save.

Enter
ZIP Code:

Get Your Free Quote

#5

What rhetorical device is used?



It doesn't hurt to speak up.





#6

What rhetorical device is used?

#7

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.

TIPS FROM
FORMER
SMOKERS

#CDCTIPS



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

What rhetorical
device is used

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=PplMigh_QIM&list=PLUt_PBZQzi_D7wPfnSX-m9Ho1pfcq_CgG&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=-RbksK3IEIQ>

Spray paint/Cancer <http://youtu.be/OAlyHUWjNjE>

Smoking <http://youtu.be/SfAxUpeVhCg>

Smoking Doctors <https://www.youtube.com/watch?v=hxUZI0vE0FM>

Dentist <https://www.youtube.com/watch?v=tuu19ux51wA>

Snuggie <https://www.youtube.com/watch?v=2xZp-GLMMJ0&index=13&list=PL07FB5798655A15F6>

Kit kat <https://www.youtube.com/watch?v=qj19l4lrdfw>

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>