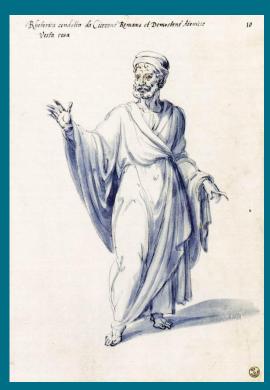
# Rhetorical Devices (Appeals)

**ERWC Rio Americano** 

Sanders\_ 2018-2019

## **Rhetoric** = the art of persuasion



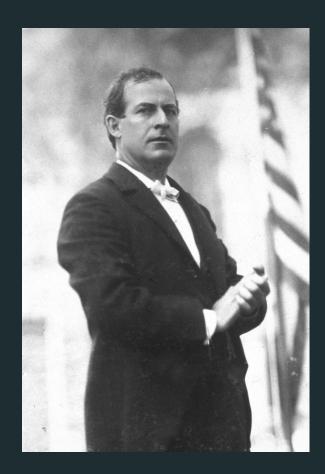
### Rhetoric Quickwrite Part A

- 1. What factors affect your ability to persuade?
- 2. What affects your ability to be persuaded?

# Quickwrite Part B

Describe a time you persuaded someone to do something (parent, teacher, peer, boss, etc.). Was it effective? Explain what happened?

# Rhetorical Appeals: Ethos, Logos, Pathos



#### Ethos (Greek for "character")

- Demonstrates credibility or trustworthiness
- Expertise, knowledge, sincerity, experience, common purpose with audience, or combination of these.
- ☐ Gives audience a reason to pay attention

#### Logos (Greek for "embodied thought")

- ☐ Logic, reason, offers clear, rational ideas
- Appealing to logos means having a clear, main idea and backing it up with specific details, examples, facts, statistics, or expert testimony.

# Pathos (Greek for "suffering" or "experience"

- Appeal to emotions, values, desires, hopes, fears, prejudices, etc.
- Connotations of words help with this. Makes you FEEL something or have an emotional response (commercial)
- Can be seen in images or humor...



#### Name that appeal...

- 1. Commercial #1
- 2. Commercial #2
- 3. Commercial #3
- 4. Commercial #4
  - 5. Example in political debate (3:42)

#### **Your Turn to Persuade**

Create a <u>magazine ad</u> for a popular soda using the given rhetorical appeal (1-3 people per group).

# **Exit Slip:**

Rank the three appeals from most effective to least effective in your opinion. Give your rationale (reason) for your decision.