

Rhetorical Devices (Appeals)

ERWC Rio Americano

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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 magazine ad 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.