

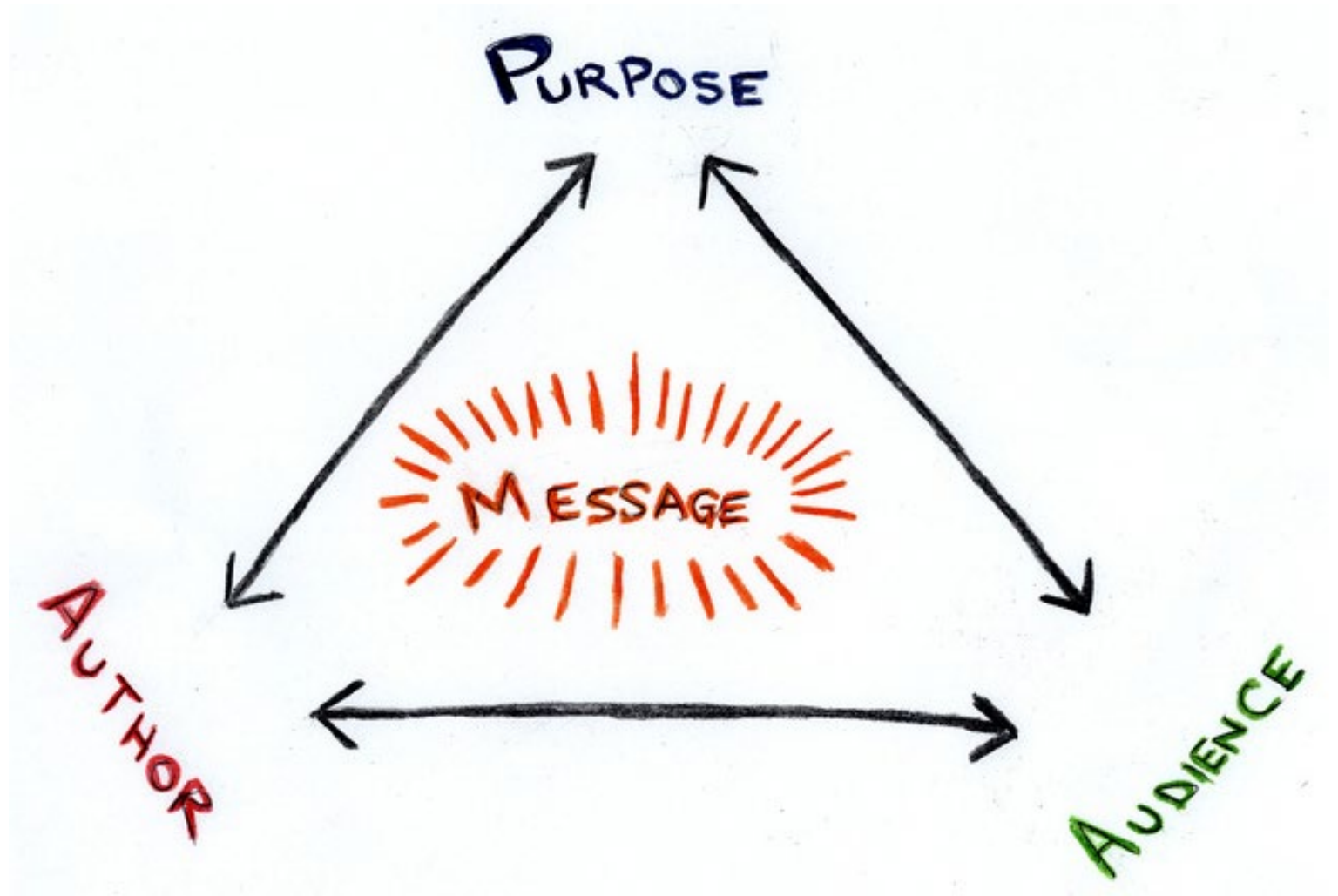
# What is Rhetoric?

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Rhetorical Analysis  
(Paper #2)



# Rhetoric!



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## Audience

What is the difference in these audiences? What stories might be more interesting or appealing to them?



# Logos

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- “**Logos** is about appealing to your audience’s logical side. You have to think about what makes sense to your audience and use that as you build your argument. As writers, we appeal to logos by presenting a line of reasoning in our arguments that is logical and clear. We use evidence, such as statistics and factual information, when we appeal to logos.
- In order to develop strong appeals to logos, we have to avoid faulty logic. Faulty logic can be anything from assuming one event caused another to making blanket statements based on little evidence.

# Pathos

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When writers are focused on using pathos in their writing, this is an appeal to someone's emotions. For example, advertisements for unhealthy fast food are meant to appeal to your sense of hunger and your cravings, not to your logic that warns against such cuisine. We are exposed to appeals to emotions on an almost constant basis, so it is easy to become numb to such tactics; however, it is important to be aware of such rhetorical strategies both as readers and writers. As a reader, you should be able to analyze how some artifacts turn up the pathos to persuade; as a writer, you need to be careful not to overly rely on pathos as an attempt to sway readers. Remember that while some people may lean heavily on their emotions, others will not be persuaded by strong appeals to pathos, and you will need to consider how to reach them.

# Ethos

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- Ethos is the defining character or disposition of a person, community, or group. When we refer to ethos as a rhetorical appeal, we are referring to the ways in which credibility, or good character, is established and maintained. As a reader, viewer, or consumer, you need to be aware of the ways an individual or artifact manipulates ethos appeals to strengthen persuasiveness. As an author, you need to craft strong ethos appeals to highlight the credibility of your own work.
- Good speakers or writers lead the audience to feel comfortable with their knowledge of a topic. The audience sees them as people worth listening to—clear or insightful thinkers, or at least people who are well informed and genuinely interested in the topic.
- When you evaluate an appeal to ethos, you examine how successfully a speaker or writer establishes authority or credibility with his or her intended audience. You ask yourself what elements of the essay or speech would cause an audience to feel that the author is (or is not) trustworthy and credible.

# Rhetorical Appeals:

## Logos, Pathos, Ethos (click!)

1. Understand that appeals to logos are contextual and must be sufficient, typical, accurate, and relevant to be valid in an argument. Also, be aware that facts and data can be easily manipulated and misused.
2. Be aware of appeals to pathos as both reader and writer. As a reader, be aware of how a piece works to connect through emotions, attitudes, values, and/or beliefs rather than through logos and ethos. As a writer, be careful not to overly rely on appeals to emotion.
3. Establish ethos appeals by highlighting relevant education and experience, acknowledging opposition and complexity, and avoiding manipulative appeals.

# Rhetorical Analysis: “The Danger of a Single Story”

- In groups, identify 4-5 examples of rhetorical appeals in Adichie’s speech.
- Logos:
- Pathos:
- Ethos:
- Practice using sources: 1. provide a direct quote 2. Provide a paraphrase 3. Write a summary of the speech

