

Rhetorical Appeal

The Rhetorical Appeals

ETHOS CHARACTER	PATHOS EMOTION	LOGOS REASON
		
Different readers require different kinds of <i>ethos</i> . Strong writers use voice and tone, as well as credentialed pieces of evidence to make themselves: <ul style="list-style-type: none">• Trustworthy• Educated• Reliable• Credible• Honest• Fair	Audiences don't respond well to overly emotional appeals. Strong writers invite readers to care about their subject matter by using diction, evidence, or claims that inspire emotions such as: <ul style="list-style-type: none">• Love• Pity• Justice• Patriotism• Hope• Jealousy• Anger• Fear	Strong writers build their argument on a foundation of logic using techniques such as: <ul style="list-style-type: none">• Case studies• Cause-and-effect• Authority• Analogies• Statistics• Anecdote
 <p>ARISTOTLE SAYS: <i>Character may almost be called the most effective means of persuasion.</i></p>	 <p>ARISTOTLE SAYS: <i>Every action must be due to one or other of seven causes: chance, nature, compulsion, habit, reasoning, anger, or appetite.</i></p>	 <p>ARISTOTLE SAYS: <i>The use of reason is more distinctive of a human being than the use of his limbs.</i></p>

<http://bobwileysails.blogspot.com/2010/11/rhetorical-appeals-poster.html>

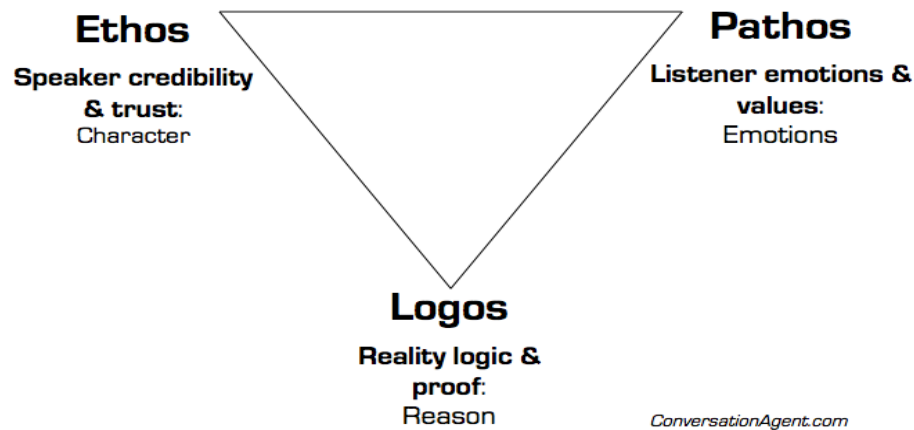
What is Rhetorical Appeal?

Rhetoric is the art of using language to be persuasive. Rhetorical appeal is the modes or methods that we use to persuade our audiences. These ideas come from the Ancient Greek philosopher Aristotle, and are often called his three proofs or modes of persuasion.

There are 3 Types of Rhetorical Appeal:

1. Pathos
2. Ethos

3. Logos



1. Pathos

Pathos is an appeal that speaks to an audience's emotions. When we use pathos, we are trying to make our audience feel something towards what we are telling them or advertising to them. Pathos is often used to evoke feelings of pity or sadness.

Examples of Pathos used in advertising:

<https://www.youtube.com/watch?v=56b09ZyLaWk>



<https://madisonlalonde.wordpress.com/2014/10/27/advertisement-i-choose-animal-abuse/>

<https://www.pinterest.ca/pin/611785930601046343/?lp=true>

Ethos:

Ethos is used to appeal to audiences through character and credibility. For example, this type of persuasion often advertises using celebrities, public figures, or other individuals deemed trustworthy and reliable to sell their products. Using ethos is an effort to try to and convince audiences that the product or information is the best, because these people are endorsing it.

Examples of Ethos:



<http://varmadillo.pbworks.com/w/page/110795209/Ethos%20Ad>

<https://festivalpeak.com/take-a-chance-with-kit-kat-the-manipulation-of-commercials-439ac32440a3?qi=b7e60e6e42d8>

<https://www.pinterest.ca/pin/518688082081610937/?lp=true>

Logos:

Logos is the appeal of logic and reason. Using this approach, many people use facts, statistics, case studies, and stories of personal accounts to persuade others that their perspective is best. When people use logos they attempt to make highly persuasive arguments by

presenting evidence about a topic in order to convince the audience that what they are saying is true.

Example of Logos: https://www.youtube.com/watch?v=htY_NBSyOk0



Using Rhetorical Appeal in your Anti E-Cigarette Campaign:

- ❖ Choose an appeal that you will focus on in your campaign.
- ❖ As a group, decide how you can use pathos, ethos, or logos to best reach your target audience
- ❖ Discuss who your target audience is.

