



Persuasion

-
- ▶ In what ways are we already familiar with persuasion?
 - ▶ Why is it important to study persuasion?



Rhetorical Triangle

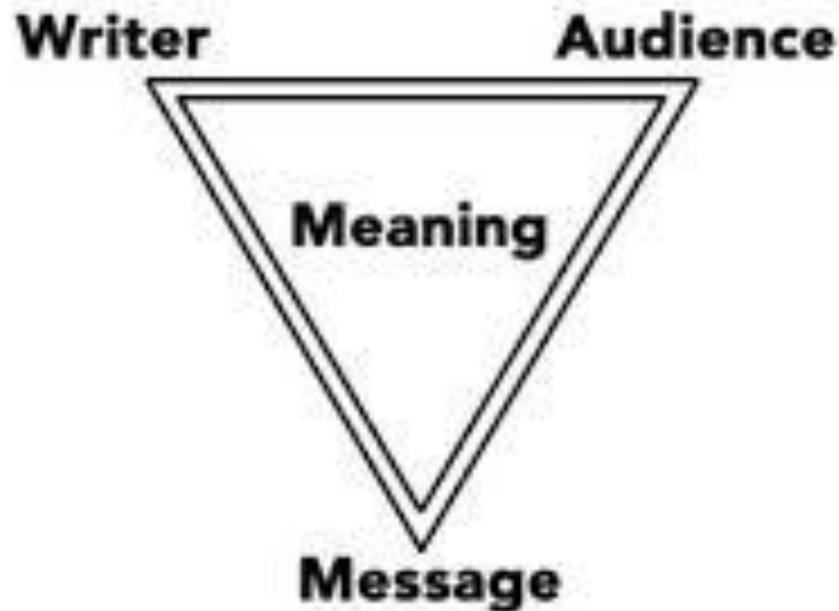


Figure 1: The Rhetorical Triangle

<https://is.byu.edu/is/site/sample/eng316/secure/lesson2p3.htm>



Forms of Persuasion

- ▶ **Ethical appeal** (ethos) – based on shared moral values and call upon an audience's sense of right, justice, and virtue
- ▶ **Logical/rational appeal** (logos) – based on rational arguments that support sets of assumptions already accepted by the audience
- ▶ **Emotional/value appeal** (pathos) – based on acknowledgement of audience's sympathies and beliefs and shows how the argument relates to the audience

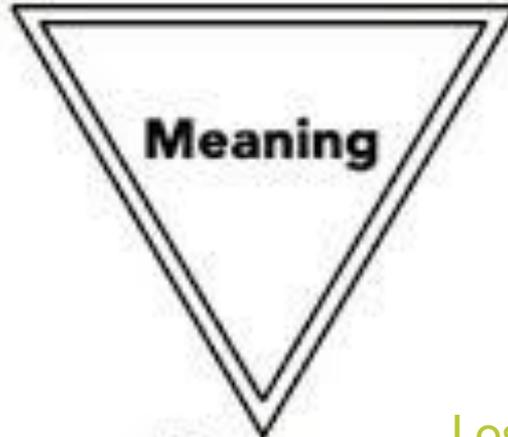


Ethos/Credibility

Pathos/Emotion

Writer

Audience



Message

Logos/Logic

Figure 1: The Rhetorical Triangle





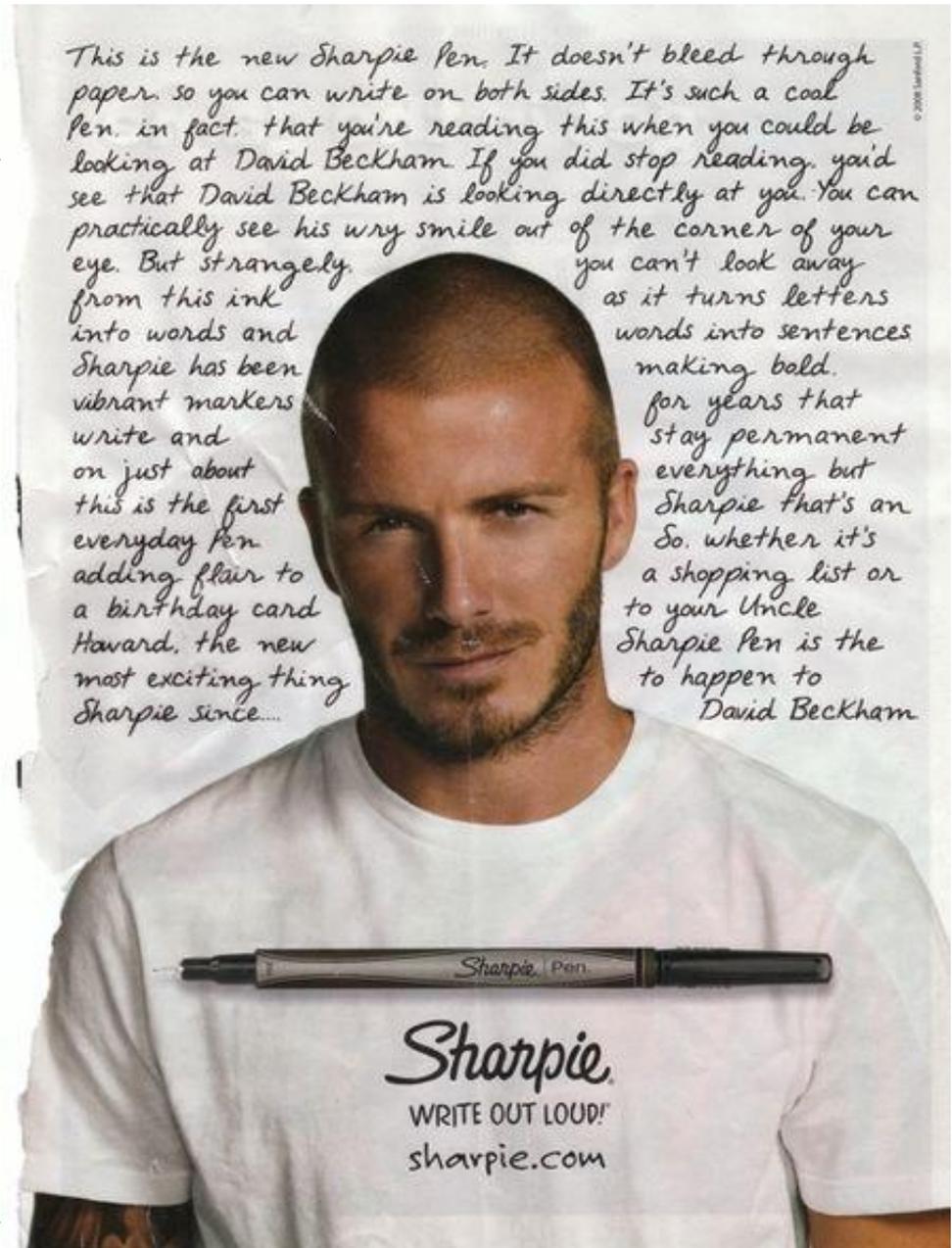
Ethos

Ethos

- ▶ Credibility or ethical appeal
- ▶ Convincing by the character of the author/speaker
- ▶ Convincing by appeal to sense of morality

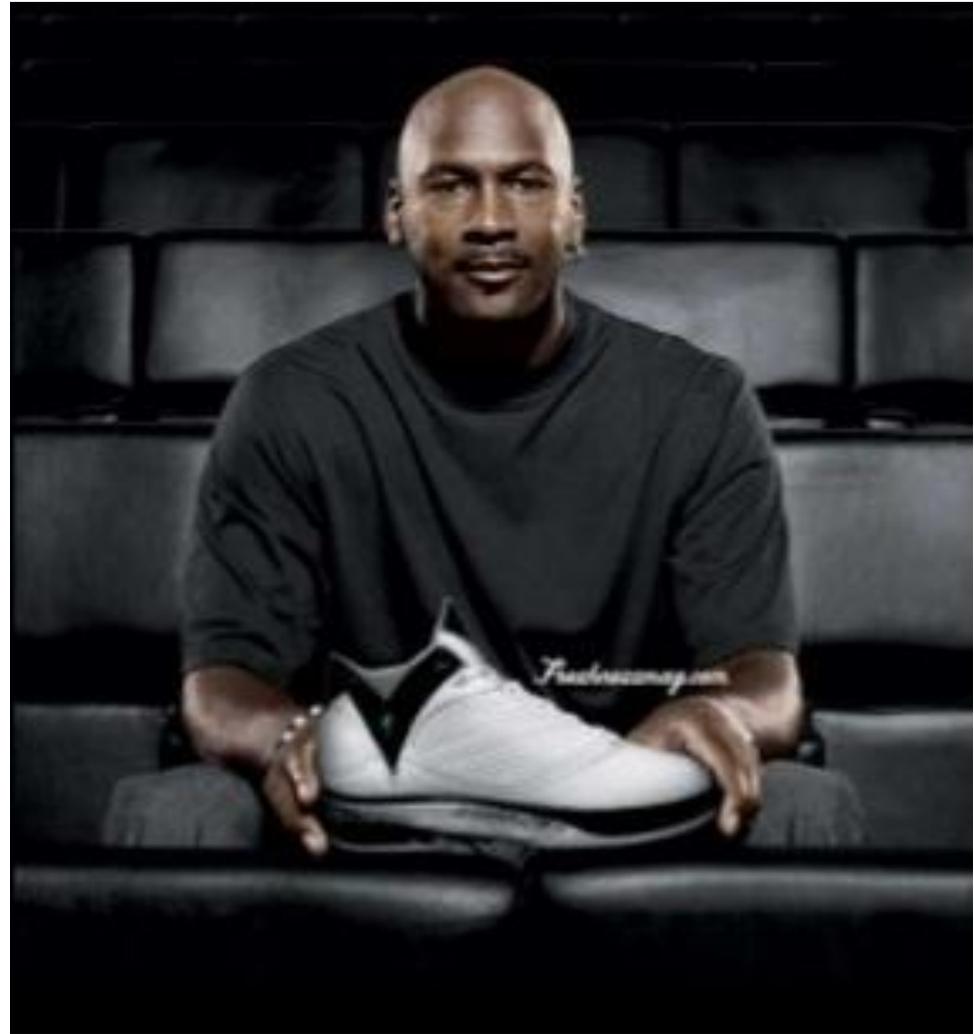


Credibility appeal



morganlivingston.wordpress.com

Credibility appeal



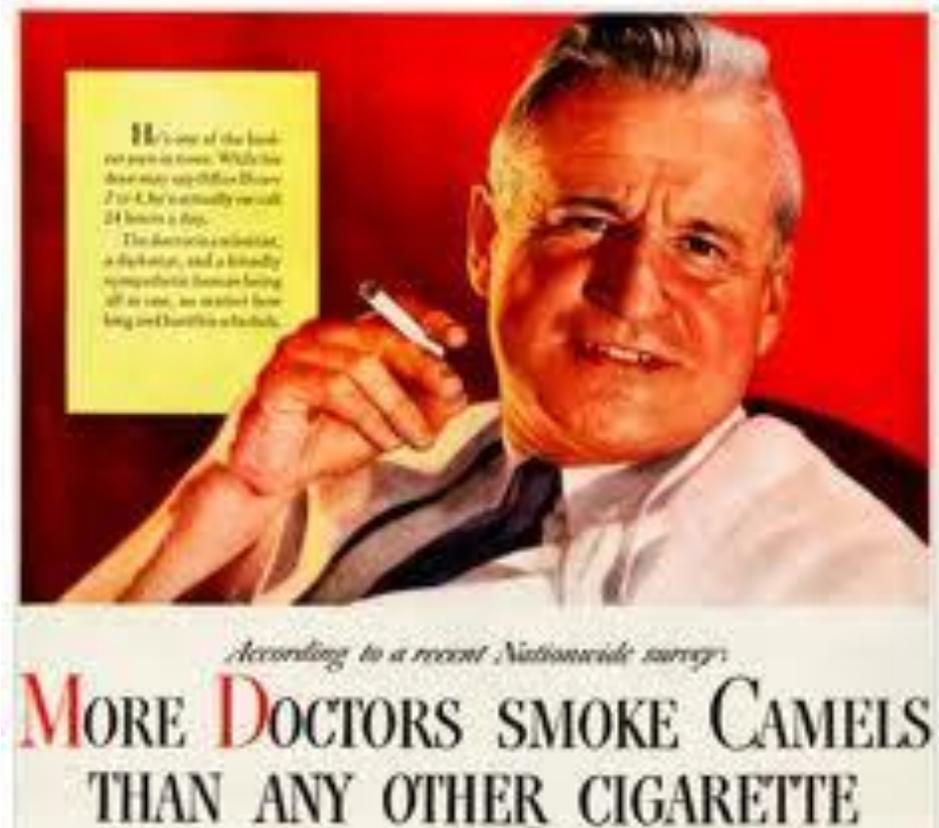
<http://www.slideshare.net/dianaknoll/logos-ethos-and-pathos-in-advertising>



Credibility appeal



Credibility appeal



dowkerclassroom.blogspot.com



Ethical appeal



Ethical appeal



Ethos in text

- ▶ People—crippled or not—wince at the word “cripple,” as they do not at “handicapped” or “disabled.” Perhaps I want them to wince. I want them to see me as a tough customer, one to whom the fates/gods/viruses have not been kind, but who can face the brutal truth of her existence squarely. As a cripple, I swagger. (Nancy Mairs, “On Being a Cripple”)
 - ▶ establishes her **credibility** and **trustworthiness** and **authority** to write about this subject by being **honest**
 - ▶ admits she is uncertain about her own **motives** and shows she understands the discomfort others’ have with this subject

Source: power point by First Year Composition staff at U. of South Florida





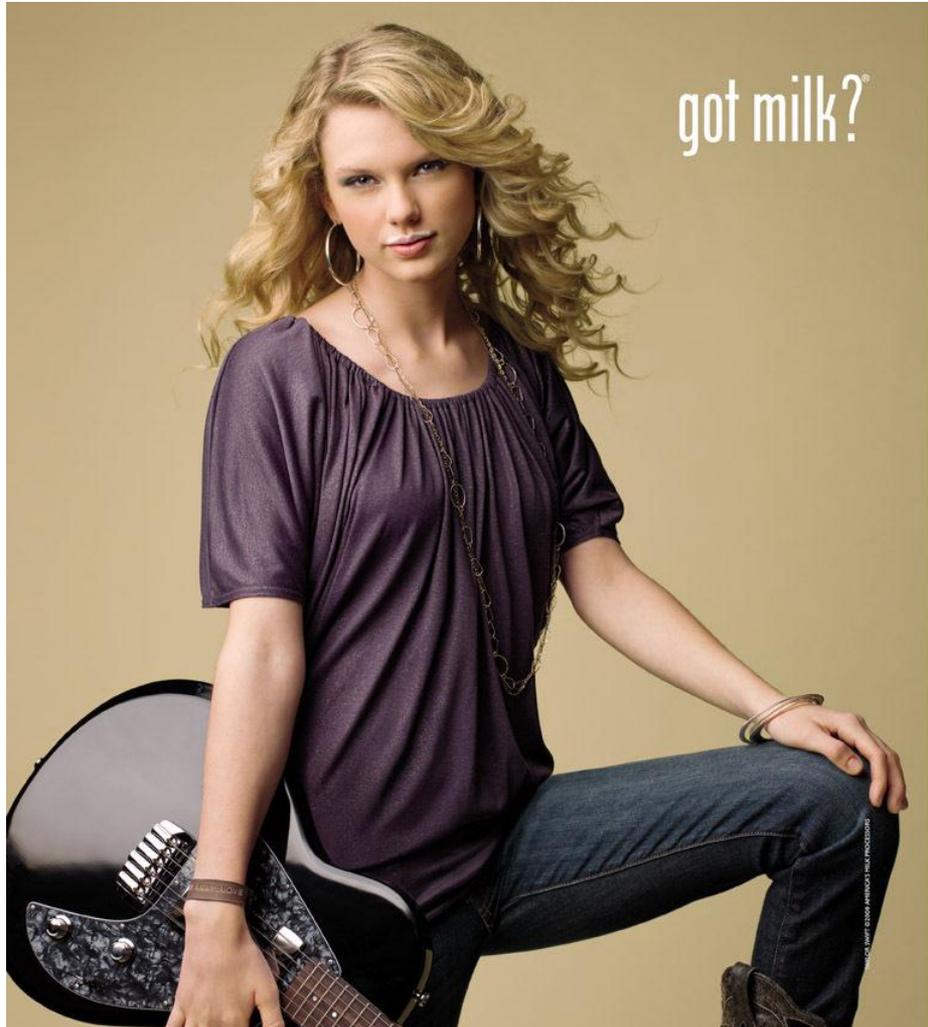
Logos

Logos

- ▶ Logical appeal
- ▶ Convincing through use of statistics, facts, evidence, etc.



Logical appeal (also credibility appeal)



got milk?

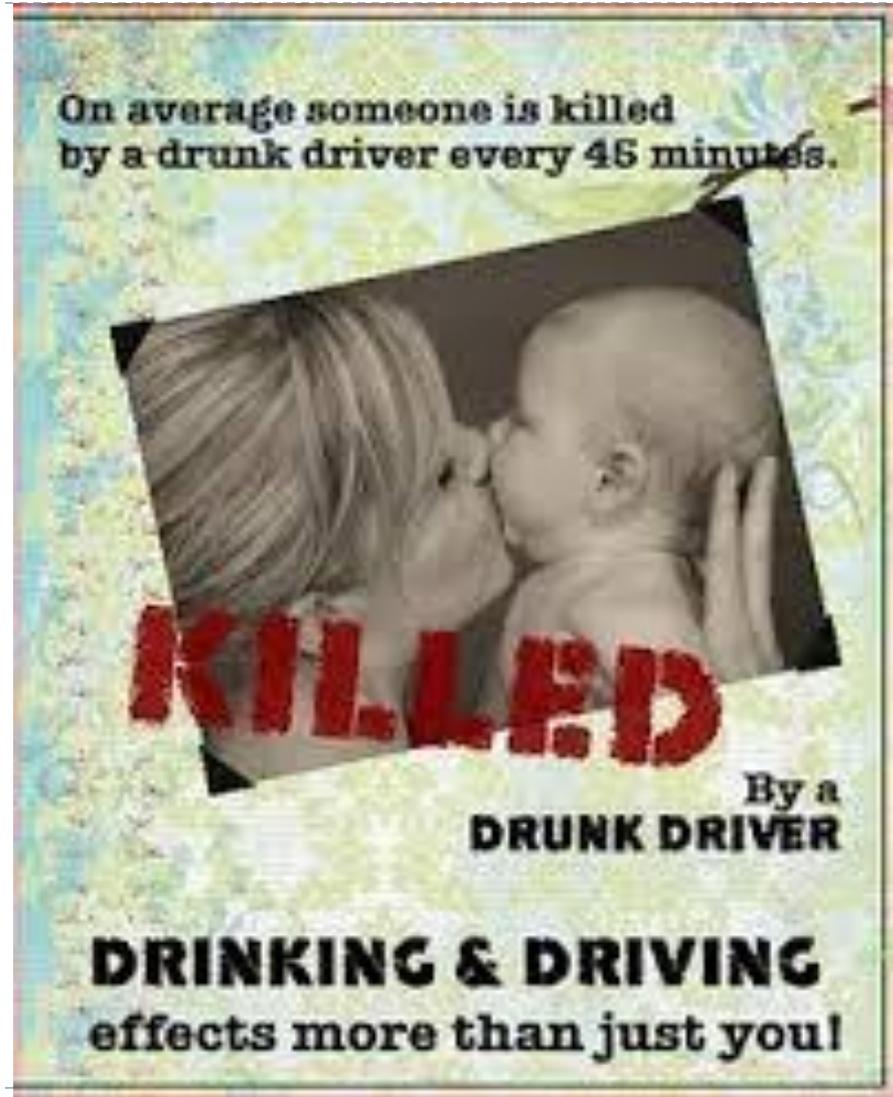
Swift Pick.

Some studies suggest teens who choose milk instead of sugary drinks tend to be leaner, plus the protein helps build muscle.

body  milk.com

STAY ACTIVE. EAT RIGHT. DRINK 3 GLASSES OF LOWFAT MILK A DAY.

Logical appeal (also emotional)



chsamandaf.blogspot.com

Logical appeal

Get the Flu Shot!



Influenza can lead to serious complications and even death for people in high risk groups. **Protect yourself** and those around you.

**Get the flu shot.
Not the flu.**



CANADIAN COALITION FOR INFLUENZA IMMUNIZATION

www.influenza.cpha.ca

laura-lives-here.blogspot.com



Logos in text

- ▶ We don't have single-sex toilets at home, and we don't need them at the office. Then there's also the small question of efficiency. I see my male colleagues waiting in line to use the men's room, when the women's toilet is unoccupied. Which is precisely why Delta Airlines doesn't label those two bathrooms at the back of the plane as being solely for men and women. It just wouldn't fly. (Ian Ayres)
 - ▶ evidence establishes the **precedent** that Ayres uses to compare to the current situation that she argues should be changed

Source: power point by First Year Composition staff at U. of South Florida





Pathos

Pathos

- ▶ Emotional appeal
- ▶ Convincing by appeal to feelings:
 - ▶ Fear
 - ▶ Humor
 - ▶ Sadness
 - ▶ Desire
 - ▶ Nostalgia
 - ▶ Etc...



Emotional appeal

In a violent family
everyone could be
a victim

AND THAT INCLUDES THE FAMILY PET. Animal abuse may be a warning sign of a violent home. It may be used as a threat to a spouse, a partner, an elderly parent, or a child. But it's *always* serious. And just like other family members, pets need a safe place to be. That's why The Humane Society of the United States encourages communities to create a Safe Havens for Animals™ program that provides temporary sheltering options for pets.

ANIMAL CRUELTY IS FAMILY VIOLENCE.
To find out more about the connection and about Safe Havens for Animals, contact us.

Promoting the protection of all animals

**THE HUMANE SOCIETY
OF THE UNITED STATES.**
2100 L Street, NW, Washington, DC 20037
202-452-1100 • www.hsus.org/firststrike

SUPPORTED BY
THE NATIONAL COALITION AGAINST DOMESTIC VIOLENCE



jen6330.wordpress.com



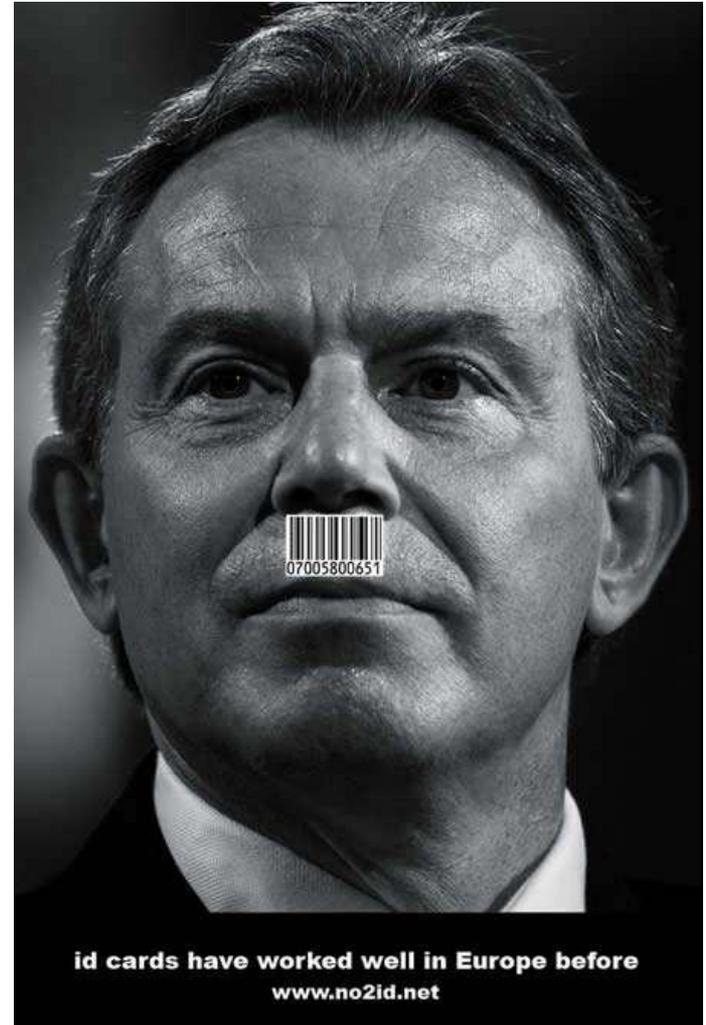
Emotional appeal



dgrover507.blogspot.com



Emotional appeal



imgarcade.com

id cards have worked well in Europe before
www.no2id.net



Pathos in text

- ▶ We shall not flag or fail. We shall go on to the end. We shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills. We shall never surrender. (Winston Churchill, speech to the House of Commons, June 4, 1940)
 - ▶ note the use of **anaphora** which emphasizes the point and expresses passion and emotion. (which, in turn affects the audience emotionally)

Source: power point by First Year Composition staff at U. of South Florida





Your turn

An anti-smoking advertisement with a red background. On the left, a woman with dark hair and a blue top is shown from the chest up. She has a pale, zombie-like appearance with dark, sunken eyes and a wide, toothy grin. Her skin is covered in several rectangular, translucent patches, suggesting medical or cosmetic treatments. She is holding a lit cigarette in her right hand, with smoke rising from it. On the right side of the image, the word "WARNING" is written in white capital letters on a black rectangular background. Below this, the text "When you smoke it shows." is written in large, bold, black font. Underneath, in a smaller white font, it says "Cigarettes are addictive and harmful." Further down, in yellow font, it reads "You have the will. There is a way." followed by a yellow arrow pointing left, the phone number "1-866-366-3667", and the website "gosmokefree.gc.ca/quit". At the bottom right, in white font, it says "Health Canada".

WARNING

When you smoke it shows.

Cigarettes are addictive and harmful.

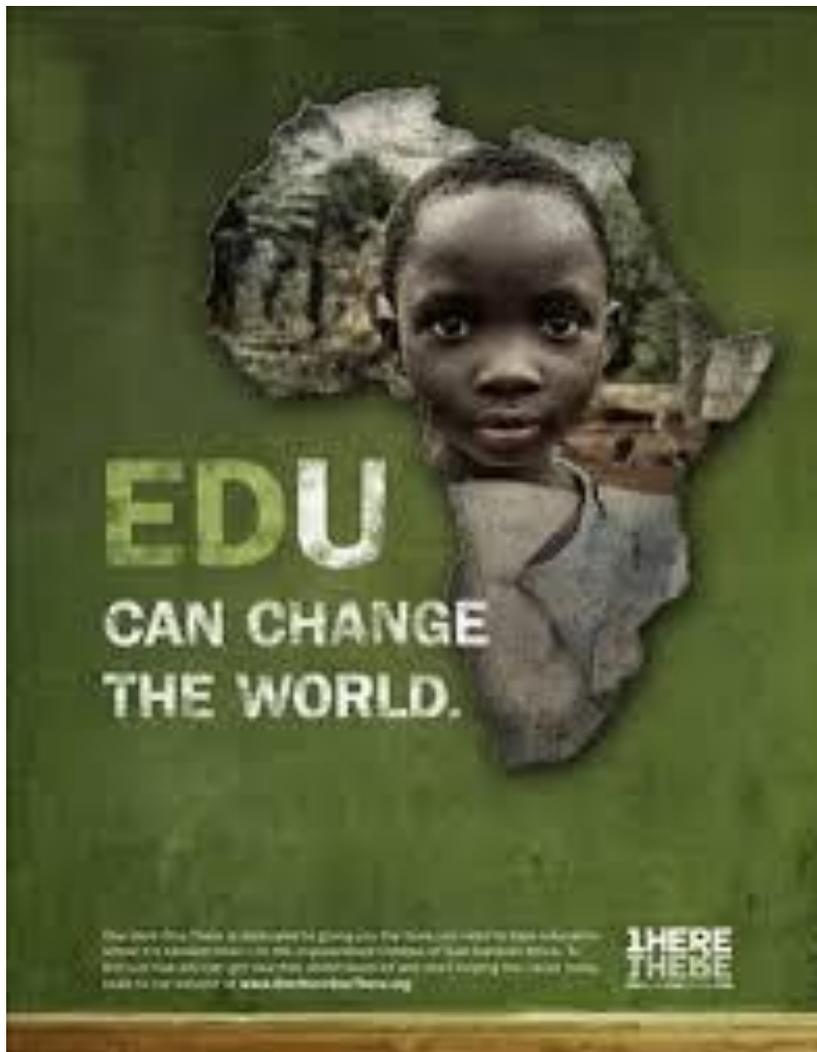
You have the will. There is a way.

1-866-366-3667
gosmokefree.gc.ca/quit

Health Canada

zombierhetoriceng1020.wordpress.com





mitchellxblog.blogspot.com

Super.

That's how milk makes
you feel. The calcium helps
bones grow strong,
so even if you're not from
Krypton™ you can have
bones of steel.

got milk?®



www.poweranks.com





<http://www.slideshare.net/dianaknoll/logos-ethos-and-pathos-in-advertising>



MICHELIN. BECAUSE SO MUCH IS RIDING ON YOUR TIRES.

At Michelin, we are guided by a single overriding concept: tires are not for us, we are concerned - the most important piece of equipment you can put on your car.

Therefore, making the best tire possible, regardless of cost, has become an obsession with us.

That is why we make our tires stand for year after year of riding. Why each bit inside is as long as the development stage. And even longer in the real world, more driving stages.

That is also why Michelin performs as well as any performer. And last, as long as they last.

And, of course, why they cost more to buy.

Though you may find, in many Michelin tires, they are not just getting into it.



MICHELIN

jessicaachinwubaa.blogspot.com



MAXIMUM TASTE, NO SUGAR



<http://www.slideshare.net/dianaknoll/logos-ethos-and-pathos-in-advertising>



www.bet.com





www.coca-colacompany.com





In commercials

-
- ▶ Google Chrome: Dear Sophie
 - ▶ ~~Nike Vapor Carbon Fly Cleats~~
 - ▶ The Force: Volkswagen Commercial
 - ▶ Mikey Likes Life Cereal
 - ▶ Snuggle Fabric Softener
 - ▶ Vitamin Water





In a speech

Atticus Finch's closing argument

- ▶ From *To Kill a Mockingbird*
- ▶ Use three different colored highlighters to identify where the speech uses ethos, pathos, and logos (or several at the same time).
- ▶ [Audio](#)



In a written argument

“Rap Lyrics on Trial”

- ▶ Use three different colored highlighters to identify where the speech uses ethos, pathos, and logos (or several at the same time).
- ▶ [Rap Lyrics on Trial - NYTimes.com](#)





Now you find one

Not enough time...

From one of the magazines

- ▶ You may not share magazines.
- ▶ Find **an ad** that uses as many of the forms of persuasion as possible. Don't settle for only one form.
- ▶ Be ready to present these to the class on the document camera.

