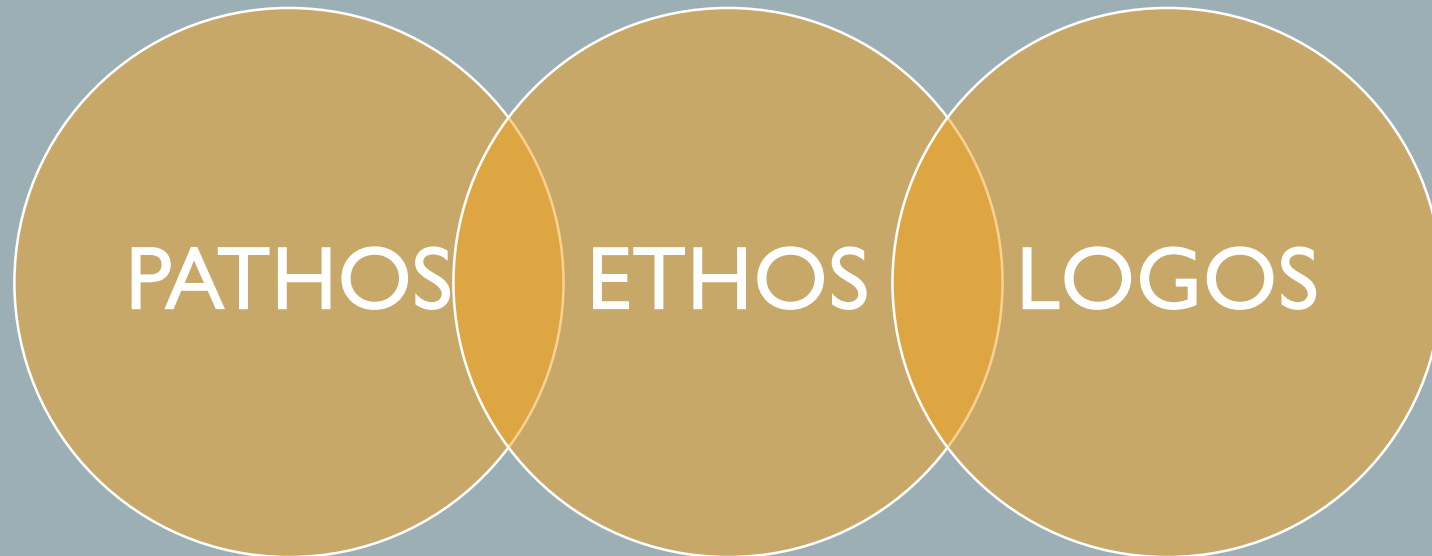


# EVERYTHING'S AN ARGUMENT

## CH. 2-4



# INTRODUCTION TO RHETORIC

VIDEO:

[Introduction to Ethos, Pathos, and Logos](#)

# CH.2 - PATHOS

---

Emotional appeals are powerful tools for influencing what people think and believe.

---

Fear is less effective than interest, worry, hope, etc.

---

Writers/speakers should not use emotional appeals rashly or casually, but rather should use them carefully and ethically.

---

Empathy is a strong emotional appeal, it can build bridges.

---

Pathos can sustain an argument, making logical claims stronger or more memorable.

---

Humor is an emotional appeal that can put readers/listeners at ease. However, one of the most powerful forms of emotional argument is ridicule, humor aimed at a particular target.

---

You don't want to play puppet master with people's emotions when you write arguments, but it's a good idea to spend some time early in your writing thinking about how you want your readers to feel as they consider your persuasive claims.

# CH.3 - ETHOS

People and institutions that hope to influence others do everything they can to establish their character and credibility, their ethos.

Arguments based on character depend on trust. Trust develops out of reputation.

Ethos is made up of credibility, authority, and unselfish or clear motives.

Writers/speakers gain trustworthiness and credibility through honesty, respect for their audience and its values, likability (including humor), connecting their beliefs with core principles that are well established and widely respected.

It's vital writers/speakers establish the *why* any authority whose ideas and claims they share, including their own (Personal experience, titles and degrees, etc), should be trusted.

It's important to examine the motives (interests, profits, reasons, etc) behind all people who make arguments.

## Your Ethos:

Acknowledge your audience's values, show them respect, establish common ground, show you're trustworthy, admit your limitations.

Establish your authority by doing your research, showcasing your personal experience, and knowing your topic well.

Examine your motives by asking what you stand to gain and explaining your advantages to your audience.

# CH.4 - LOGOS

Logos arguments are ones based on facts, evidence, and reason.

It's important to be a conscientious fact-checker, digging deep to make sure your claims are backed by evidence.

## Types of Logos:

- Artistic vs. Inartistic Proofs
- Hard factual information can stand on its own in a low-stakes argument, especially if it is coming from an authority who has gained credibility by reporting facts accurately and reliably over time.
- Statistics must be read carefully, as writers almost always have agendas that shape their interpretations of numbers.
- Surveys and polls have strong persuasive appeal because they, if accurately taken, express the will of the people. However, it is important to analyze who did the survey or conducted the poll.
- Testimonials and narratives present the human experience and can thus support a claim convincingly.
- Reason and common sense can be a strong argument. Deductive reasoning (syllogism) is when the conclusion follows logically from the premise.

## Logical structures that support arguments:

- Degree (more/less, better/worse, etc comparisons), Analogies (complex and extended metaphorical comparisons), Precedent (Background-based comparison)

# USING RHETORIC

VIDEO:

[How to Use Rhetoric to Get What You Want](#)