

The Art of Rhetoric



Rhetoric = The Art of Persuasion

The history of rhetoric and the concepts of ethos, pathos and logos began in Greece.



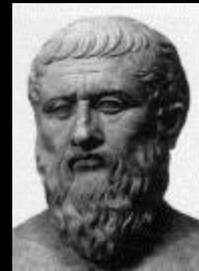
What is rhetoric?

- Aristotle defines rhetoric as
 - The ability to discover all available means of **persuasion** in a given situation.
- In simple terms, rhetoric is the **art of speaking or writing EFFECTIVELY**

Who was Aristotle?



Aristotle was a famous Greek philosopher who studied the art of persuasion.



Plato, another famous Greek philosopher, was his teacher.

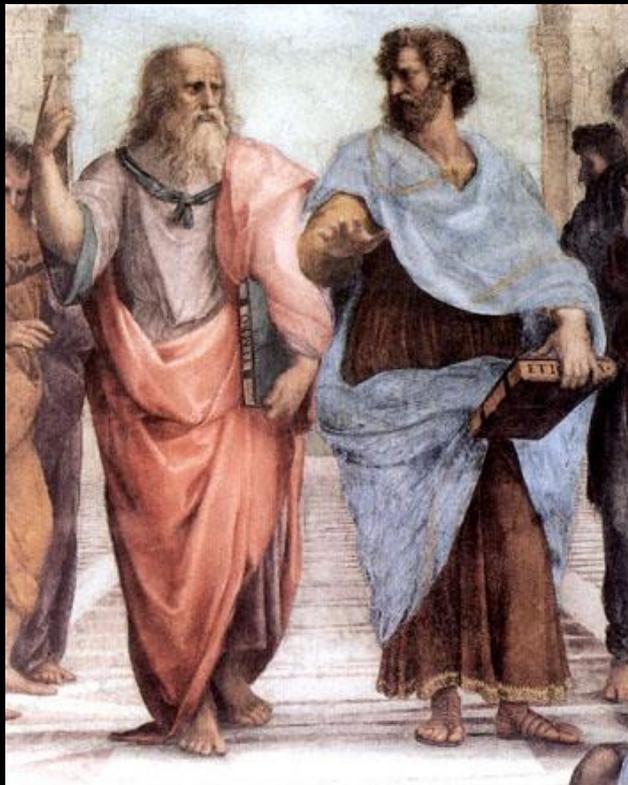


Aristotle taught Alexander the Great how to properly argue and perform a public speech.

Ethos, Logos and Pathos

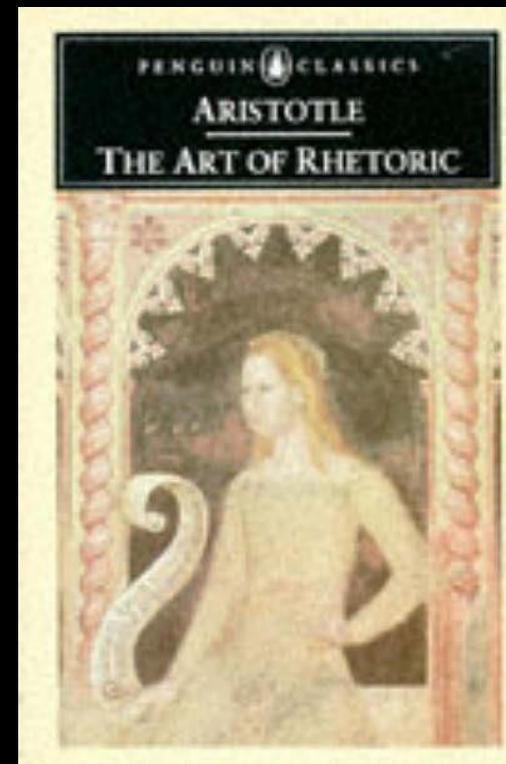
In approximately 300 B.C.E. Aristotle, who was a famous Greek philosopher, wrote a book entitled, "The Art of Rhetoric." In his book, Aristotle identified the three methods of persuasion. He called them ethos, pathos and logos.

Aristotle



The Man

Plato



The Book

Whenever you read or listen to an argument, you must ask yourself,

- **"Is this persuasive?
And if so, to whom?"**

**There are several
ways to appeal to an
audience.**

They are...

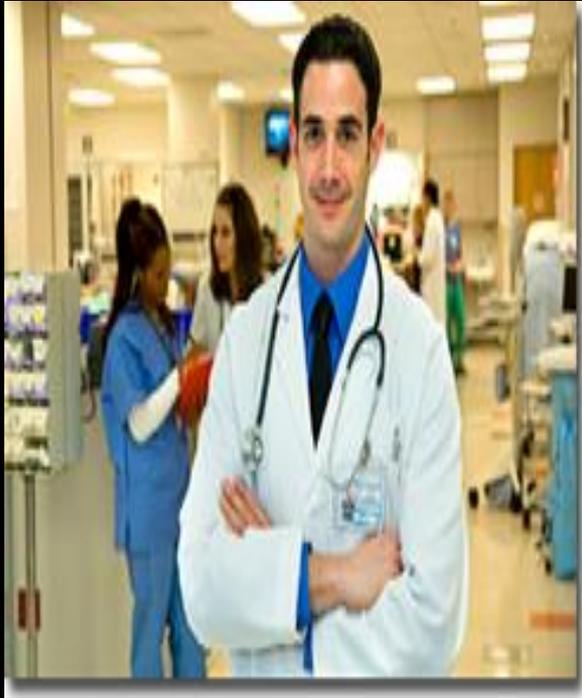
Ethos, Pathos and Logos

1. Ethos = an ethical or moral argument
2. Pathos = an emotional argument
3. Logos = a logical argument

Ethos

The word "ethos" came from the Greek word ethikos meaning moral or showing moral character. Aristotle contends that a speaker must establish moral credibility in the minds of the audience. In order to do so, the speaker must show that he or she has expertise in the subject matter of the speech and that he or she is disconnected from topic.

Ethos



- when a trusted doctor gives you advice, you may not understand all of the medical reasoning behind the advice, but you nonetheless follow the directions because you believe that the doctor knows what s/he is talking about.

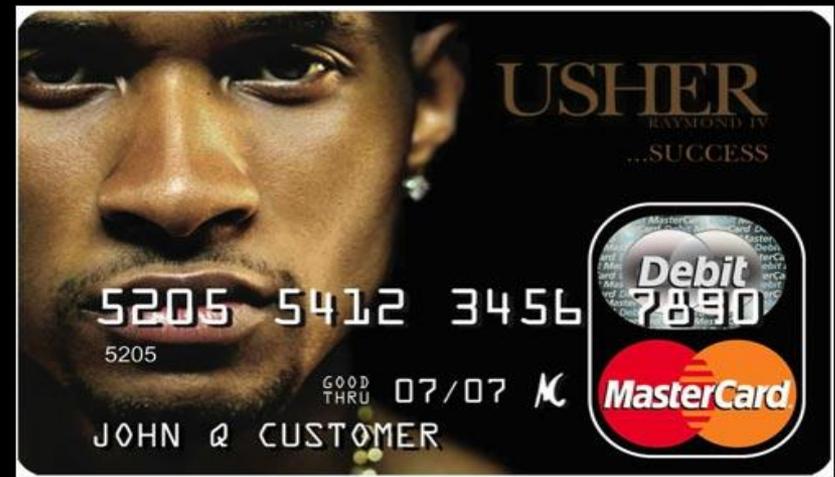
Ethos

- Professional football players have established their credibility in sports by playing in the NFL. If L Tomlinson tells us that VIZIO is the best plasma television for watching the game, we believe that he knows what he is talking about.



Ethos

- Ethos is a person's credibility with a given audience



Pathos

- Pathos is related to the words pathetic, sympathy and empathy.
- Whenever you accept a claim based on how it makes you feel without fully analyzing the rationale behind the claim, you are acting on pathos.
- Those who wish to persuade you will play with your emotions. They may persuade you with fear, love, patriotism, guilt, hate or joy.

Pathos = an emotional argument

- An effective use of pathos will alter the mindsets of the audience through the use of emotional appeal.
- Both words and pictures can achieve this appeal.



A photograph of a man in a white shirt holding a young child. The man has a serious expression, and the child is looking towards the camera. The background is dark and out of focus.


American Red Cross

Please donate to the
International Response Fund
at redcross.org





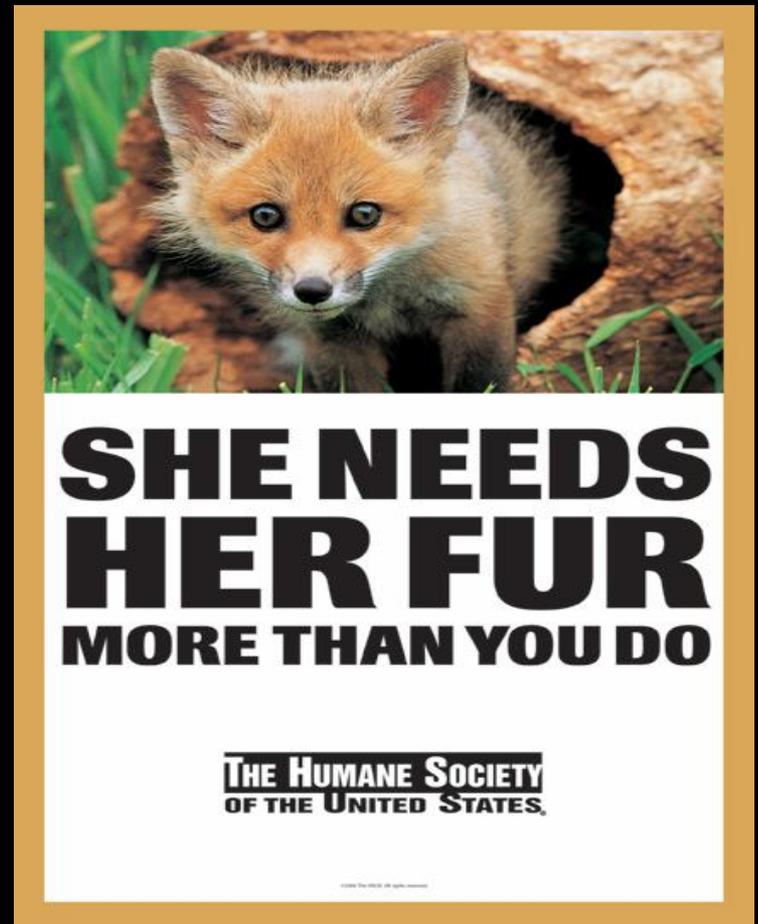
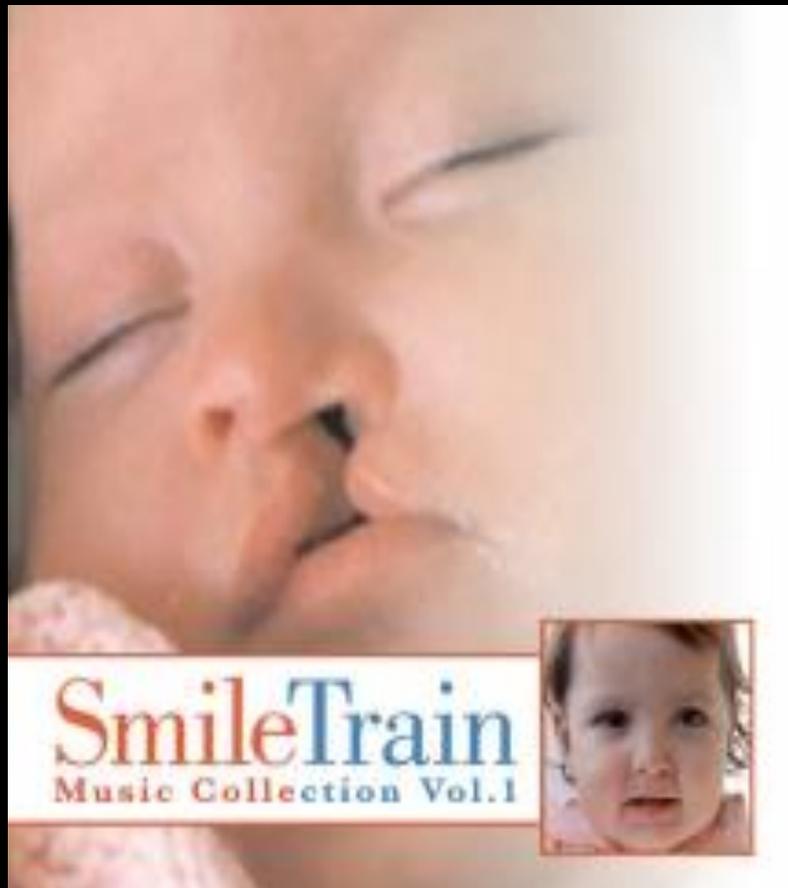
A photograph of a medical professional in a red shirt and white cap, wearing blue gloves, holding a child. The professional is looking down at the child. The background shows a medical setting with a white cross on a wall.

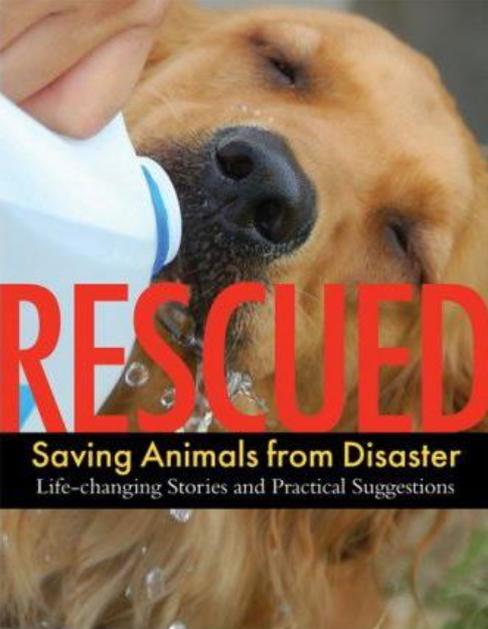
Haiti Needs Your Help.
Donate Now at
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American Red Cross

Pathos

- Pathos “tugs at your heartstrings”





Saving Animals from Disaster
Life-changing Stories and Practical Suggestions

Allen & Linda Anderson
Foreword by John Ensign, U.S. Senator

unicef 

Verheerender Zyklon in Bangladesch
- bitte helfen Sie!



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At Michelin, we are guided by a single overriding concept: tires are as far as we are concerned - the most important piece of equipment you can put on your car.

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

That is why we make our own steel for our steel-belted radials. Why each tire model is up long in the development stage. And even longer in the test and manufacturing stages.

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Logos



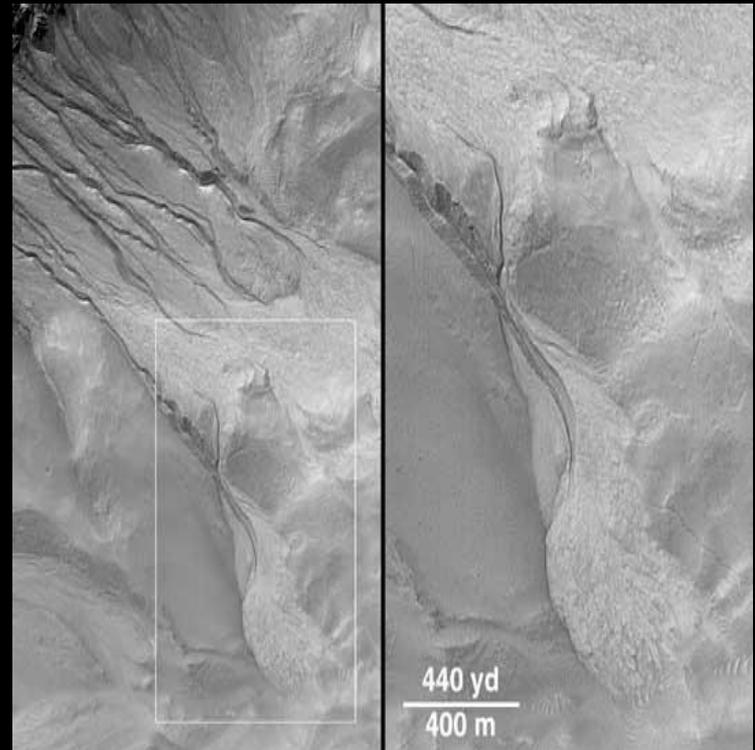
- Logos appeals rely on the audience's intelligence to persuade them.
- Education causes audiences to be more skeptical of emotional arguments and more receptive to logos

Logos

- The Greek word **logos** is the basis for the English word **logic**.
- Logos refers to any attempt to appeal to **the intellect**, the general meaning of "logical argument."
- Everyday arguments rely heavily on ethos and pathos, but academic arguments rely more on logos: there will be logical chains of reasoning supporting all claims.

Logos

•NASA sees its mission to explore Mars as an endeavor to seek out the possibility of life on that planet. Knowing if water was on Mars is the **first step in this research**



REVIEW

Ethos, Pathos and Logos

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2. Pathos = an emotional argument
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HUBRIS

- *An excess of pride, ambition, arrogance
- *Ultimately causes the person's ruin

(This does not have to do with Ethos, Logos, Pathos. You just need to know it as we read Antigone)