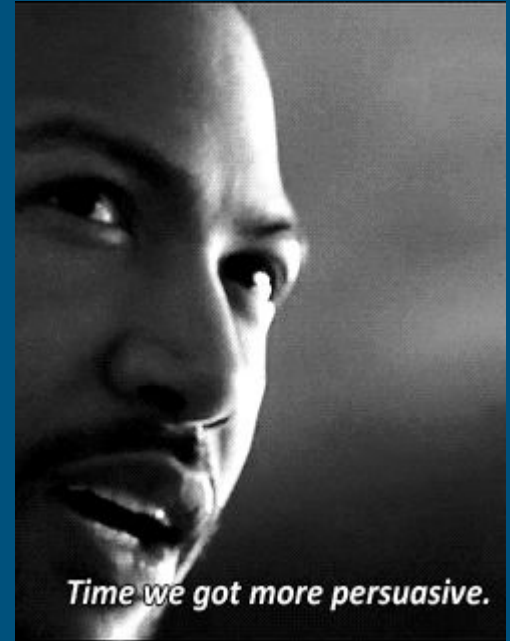


Fall 21 Rhetoric and Media Lessons

What is Rhetoric

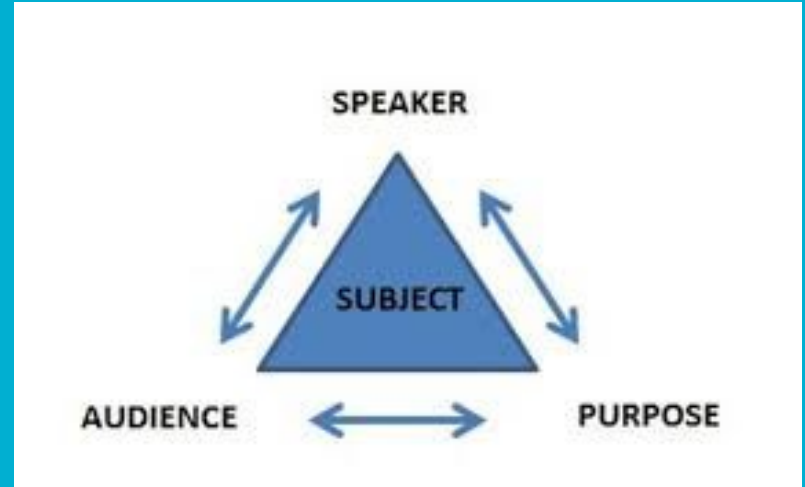
Rhetoric - language designed to have a persuasive or impressive effect on its audience

The language we use in order to get someone to agree with us or do what we want.



Rhetorical Triangle

- Speaker
- Audience
- Message/purpose



Audience

- Important to consider specific audience when creating a message
- Things to consider:
 - How is the audience going to react to the information?
 - What pre-existing knowledge does the audience need to understand the information?
 - What does the audience want? Why should they listen to the speaker's message?

Speaker

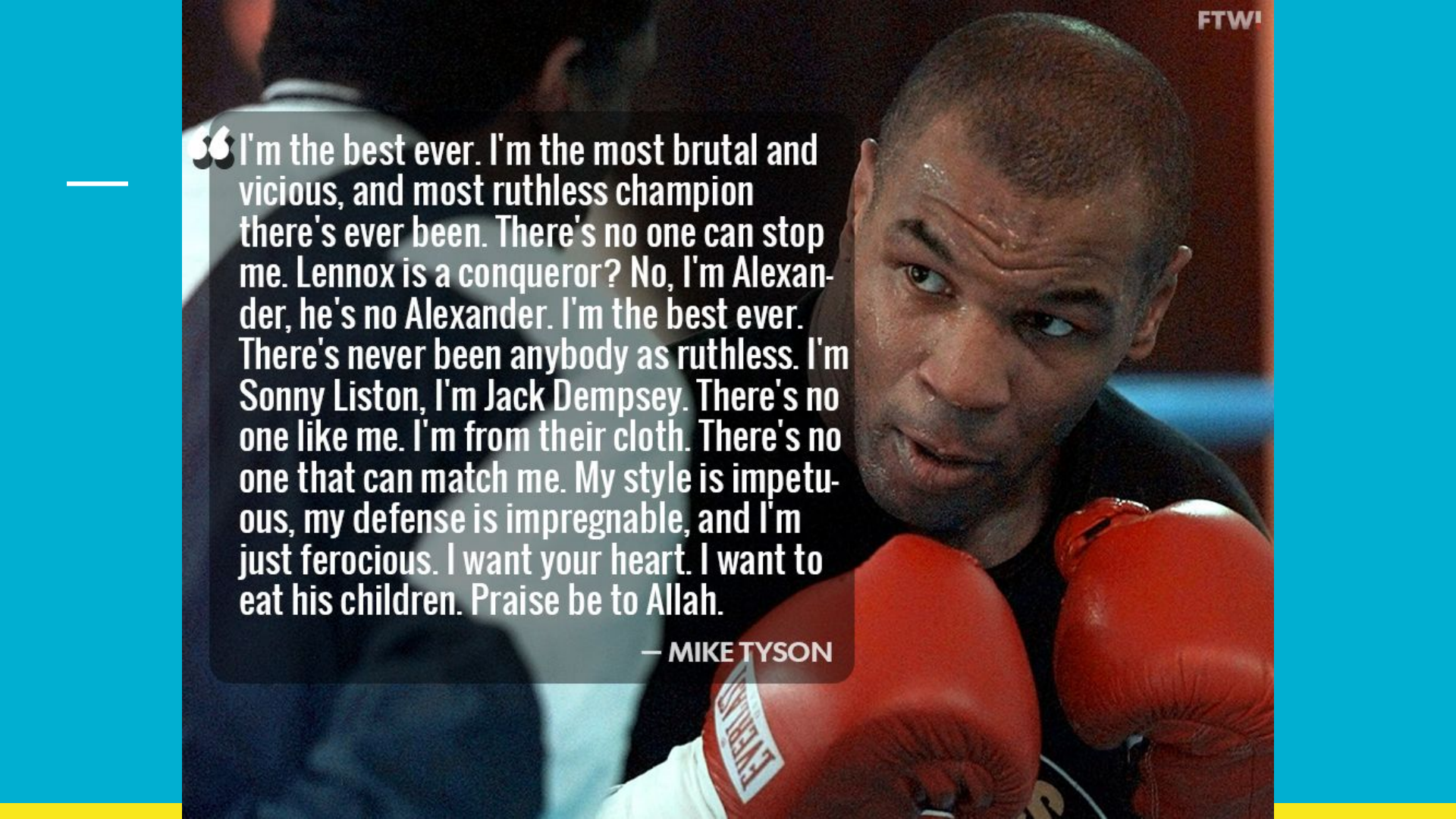
- Author or presenter
- The person creating and delivering the content
 - How are they credible?
 - Why should the audience listen to them?
- Author's voice directly influences their message
- Presentation style changes how the audience reacts to the message

Message

- Presents the purpose of the presentation/writing
 - What is the speaker trying to say? What is the point?
- Has to be clear to be effective
 - If the speaker isn't clear then the audience will not understand the presentation
- Support your argument with evidence
- Use rhetorical appeals in order to be persuasive
 - Ethos
 - Logos
 - Pathos

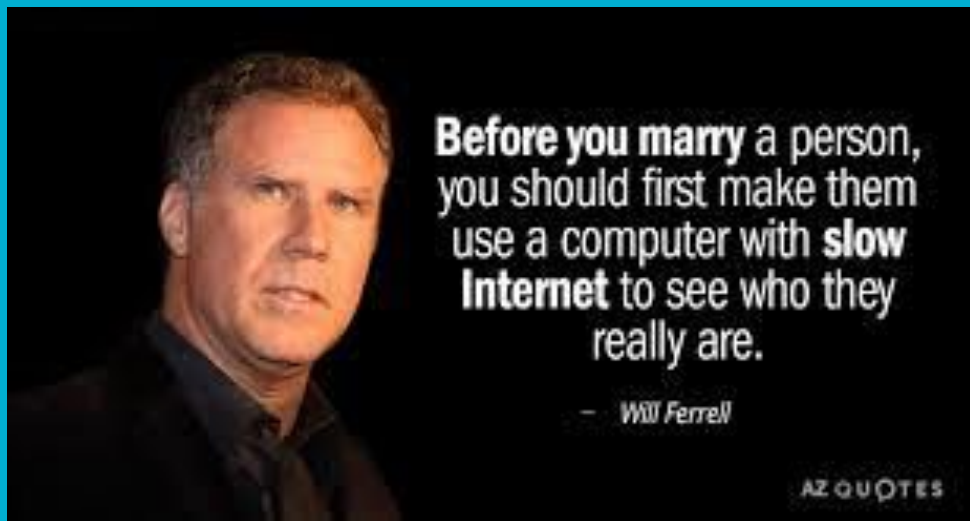
Quote Analysis Practice

- As we read each quote identify:
 - The speaker
 - The intended audience
 - The message/purpose
 - BE AS SPECIFIC AS POSSIBLE

A close-up photograph of Mike Tyson, a professional boxer, looking intensely at the camera. He is wearing red boxing gloves and a black shirt. The background is blurred, showing what appears to be a boxing ring or gym setting. The text is overlaid on the left side of the image, with a quote from Mike Tyson.

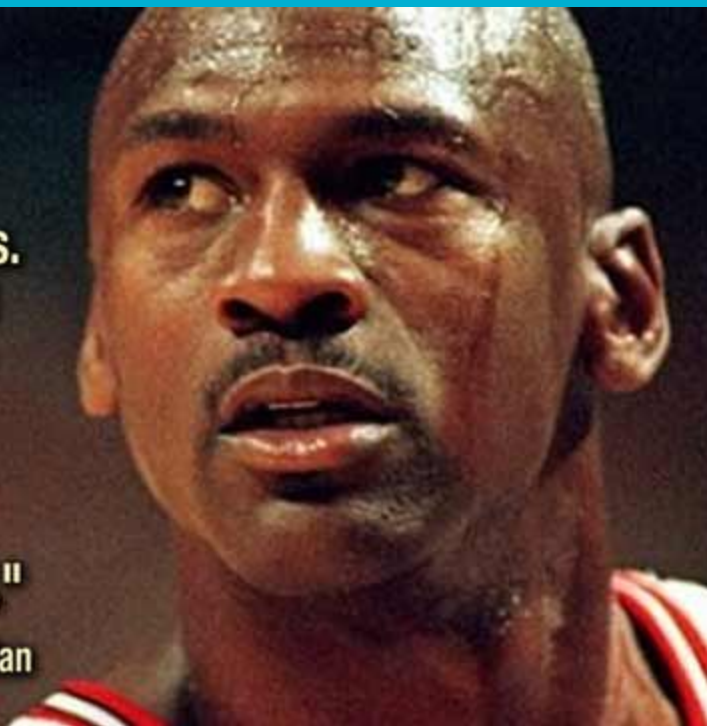
“I’m the best ever. I’m the most brutal and vicious, and most ruthless champion there’s ever been. There’s no one can stop me. Lennox is a conqueror? No, I’m Alexander, he’s no Alexander. I’m the best ever. There’s never been anybody as ruthless. I’m Sonny Liston, I’m Jack Dempsey. There’s no one like me. I’m from their cloth. There’s no one that can match me. My style is impetuous, my defense is impregnable, and I’m just ferocious. I want your heart. I want to eat his children. Praise be to Allah.

— MIKE TYSON



"I've missed more than
9,000 shots in my career.
I've lost almost 300 games.
26 times I've been trusted
to take the game winning
shot and missed.
I've failed over and over
and over again in my life.
And that is why I succeed."

~ Michael Jordan



**HOLDING ONTO
ANGER IS LIKE
DRINKING POISON
AND EXPECTING
THE OTHER
PERSON TO DIE**

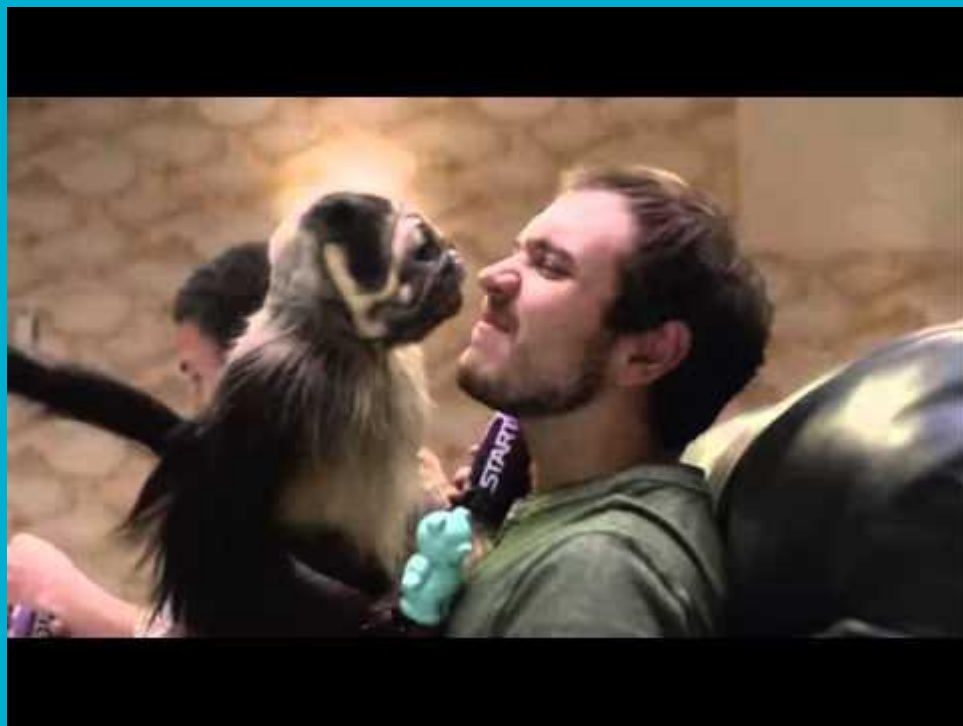
-BUDDHA-



-“You can’t be that kid standing at the top of the water slide, overthinking it. You have to go down the chute.”

Tina Fey







• Ethos, Logos, Pathos

- There are **three main methods of persuasion**:

1. Ethos
2. Pathos
3. Logos



• ETHOS

- Speakers & writers who use ethos want you to believe they (or those they represent) **are of good moral character**
- They want you to believe they (and their information) are **credible & trustworthy**

• Clues ETHOS is being used:

- I'm just like you!
- I have been in your shoes
- I'm an **expert in the field**
- I have many years of experience
- I have *your* best interests in mind





• Watch out for:

• **Misrepresentation**

- PhDs who lead us to believe they have medical degrees by using the prefix “Dr.” even though their doctorate is in a different field entirely
- **Those who say they have our best interests at heart to hide their true goal or purpose**

• PATHOS

- Speakers & writers who use pathos use **emotion & sentiments to get you to think with your heart, not your mind**
- Want you to feel a **negative emotion that's alleviated by doing what the speaker/writer suggests**

- Clues PATHOS is being used:
- - Images & words that **evoke a strong negative emotional response**
 - Images & words that **evoke a strong positive emotional response**
 - Happy families
 - Beautiful people having lots of fun
 - Baby animals playing with baby people



- Watch out for:
 - Pathos with **no credible ethos or logos** to **balance it**
 - **Guilt-based arguments**
 - Arguments that make **you feel so much that you stop thinking critically/rationally**



• LOGOS

- Speakers & writers who use logos include **support for their argument in the form of facts, figures, & charts**
- They want you to believe their arguments are based on **logic & reason**

• Clues LOGOS is being used:

- **Factual information**

- Research results

- **Statistics**

- Charts & graphs

- **Opinions from highly respected experts**





• Watch out for:

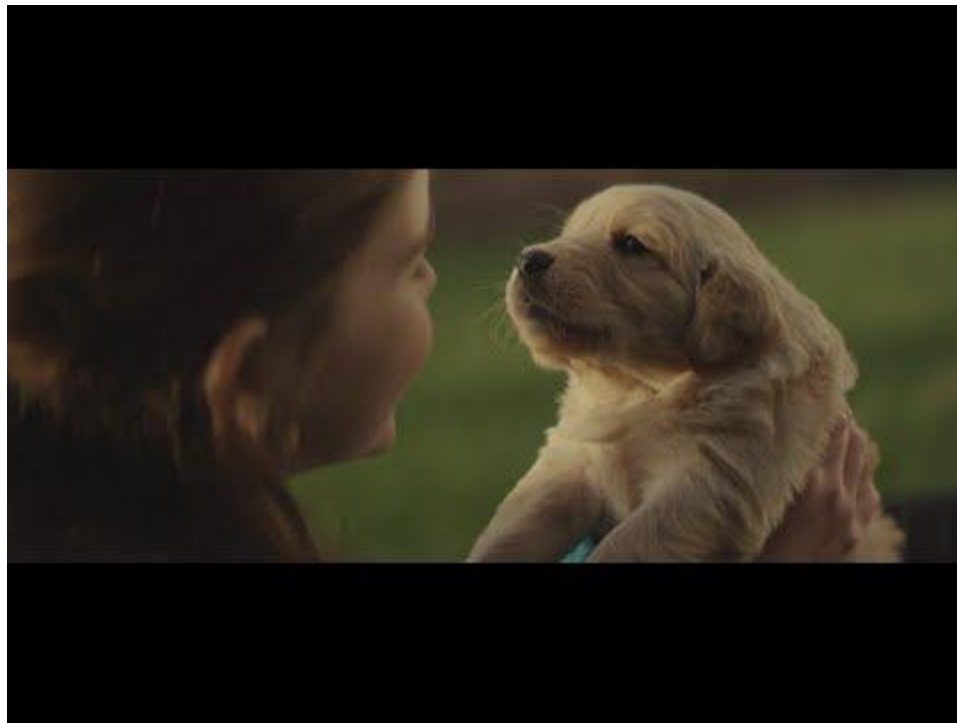
- ◦ “True” facts, figures, stats vs those that have been manufactured (lies)
- ◦ **Biased info**
 - Who collected it? How was it collected? Does it only present one side?
- ◦ **Arguments designed to make you feel foolish if you disagree**

Commercial Analysis Discussion

Link



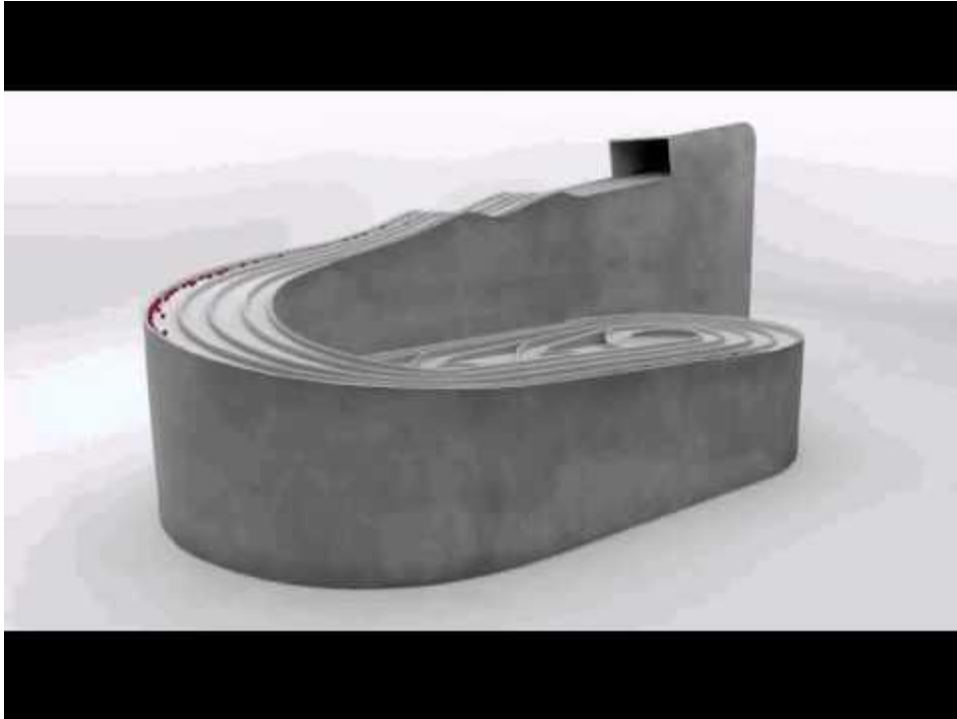
“Maddie”



“Imported From Detroit”



“Network Wars”



“Hey Brother”



“Little Lungs in a Great Big World”



“Chunky Milk”



Applying our Rhetorical Appeals to our Writing

Advertisement Script Notes

Using Ethos in our writing

Ethos - establishing trust and credibility with the audience

- Celebrity endorsement
 - People tend to trust celebrities, especially when they have a connection to the product
 - EX: Using an athlete to sell gatorade or
- Use an expert in the field
 - EX: Using a dentist to sell toothpaste
- “I’m like you” “I’ve been in your shoes and this product worked for me”
 - Make the audience feel like they have a connection with the speaker and the product

Using Pathos in our writing

Pathos - using emotions to convince an audience (Positive and negative emotions)

- Using animals or other cute things
- Sad music or happy music
- Showing memories
- Using friends and family experiences
- Show people having fun together
- Compare it to other products and talk about why your product will make people happier
- Use fear or guilt based arguments
 - “If you use our product your fears will go away”
- Use donations to a good cause to encourage people to use the product

Using Logos in our writing

Logos - providing facts, evidence, and logical arguments

- Statistics, surveys, studies about the product
 - “Studies show...”
- Factual information about the product
 - What is it, how is it used, etc
- Logical reasoning
 - “It make sense to use our product because...”

Advertisement Script and Example