

The Three Styles of Appeal

Use agreeable logic and evidence:

If you use logic based on your personal religious beliefs or evidence from the Bible as if the Bible were like scientific data or statements of fact, you must accept that you have most likely offended three-quarters of the world population. Not a good way to start.

However, if you were to show that some idea from your religion or scripture were common to most others, then you would be reaching toward the use of "agreeable logic and evidence."

Effective persuasion makes appeal to all three sensibilities -

Reason - Logos
Credibility - Ethos
Emotion - Pathos

However, in academia [where you are now, in school, mixing with professors and scholars] the appeal with the most respect is Logos followed closely by honest Ethos.

- Logos emphasizes shared concrete/specific evidence and rational statements grounded in logic and acceptable assumptions. Its main forms of evidence draw on
 - Sound logic and syllogism
 - Verifiable statistics
 - Accepted historical fact
 - Scientific data and principle
 - Close observation and scientific description.

Speakers and writers appealing to logos will attempt to keep a level and even tone in their argument and not use value-loaded, morally charged language.

- Ethos attempts to establish trust in the character or personality of the speaker or writer. Its main forms of evidence and the source of its appeal are often found in
 - The credentials of the speaker.
 - The long experience the speaker/writer has had in the field in which he is speaking [expert status?].
 - Maintaining the appearance and reputation of the speaker/organization through dress and manner.
 - References to generally accepted moral truths with which most member of the audience can agree.
 - A careful accounting [citations] of where borrowed information and ideas come from and a reliance on the statements of authorities and experts.

Establish Credibility:

In writing, dress and manner means correctness and proper word choice [diction]. If you are writing for a generally well-educated audience, your credibility is shot the minute the audience detects an obvious subject-verb disagreement or the use of the wrong tense of a verb. Whether right or wrong a writer who is careless with diction and grammar, tells the reader two main things, both affecting appeal to ethos:

- You don't care much about what you are doing;
- You do not speak the language of the educated.

Speakers and writers emphasizing ethos will often vary their tone, word choice, and style of delivery in an attempt to acquire the respect and trust of a particular audience. They will use value-loaded and morally charged language when appropriate to the audience.

- Appeals to Pathos often make use of value-loaded, morally-charged language and high-tones full of rhetorical devices and figures of speech in an attempt to generate an emotional reaction and move the audience to action. The power of Pathos to move the audience is stimulated by

The Quickest Way to Loose the Audience:

In order to loose an audience quickly, you should misjudge the kind of audience to which you are appealing. For instance, go before an audience of your peers back home and use some of the vocabulary and new knowledge you have acquired at University and see what happens. Or, alternatively, speak in the tone and use the diction of your group of friends and community back home in a formal argument to your boss, and where will it get you?

In order to successfully appeal to an audience, you must use the tone, the diction, and the type of evidence most valued by that audience. Think about your audience for this semester?

- Who is your audience?
- What do they value and appreciate?
- What tone is most fitting to their life and values?

- o Vivid word pictures portraying scenes full of emotion - a graduation ceremony, a little girl starving in South America.
- o A series of quickly delivered anecdotes from current events.
- o Language charged with value - calling the leader of a country a demon or a tyrant; referring to anti-abortion activists as pro-life.
- o Appeals to the religious beliefs of the specific audience before the writer.
- o Figures of speech [metaphors, similes, and other figures] and rhetorical devices [lists and catalogs, repeated sentence structure, parallelism].
- o Word order with high-tones and obvious emotional.

The opening sentences of a persuasive essay will often establish the dominant appeal of the argument. Each of the opening sentences below has the same topic and main idea. Even so, even though they all have the same idea, each, nevertheless suggests a different method of appeal to the audience. Name the appeal you think each fits and identify what in the sentence tips you off that that is the dominant appeal.

1	2	3
<p>A Harvard longevity study of 250 college graduates showed that not only did the graduates change jobs frequently, but they change types of jobs and careers, thus, making it necessary for them to acquire new skills and new knowledge sets on average every 5 years (Parks 154).</p>	<p>I have been an educator concerned with the well-being and success of my students for some 20 years now, and I can tell you with certainty that future success in life depends on one's ability to acquire needed information and new skill on their own.</p>	<p>Mike's auto plant closed down after he'd been working there for 20 years, so he was left with no way to recover - no way to acquire new skills, no experience in changing careers, no government help to ease the transition from one type of job to another. He was left on his own without a clue as to what to do.</p>

Over the course of the next two weeks, explore a series of brief writings and advertisements which combine images and writing. We will spend considerable time together analyzing rhetorical appeal in a variety of contexts, after which, you will be asked to write a short rhetorical analysis of an argument in an advertisement or document.