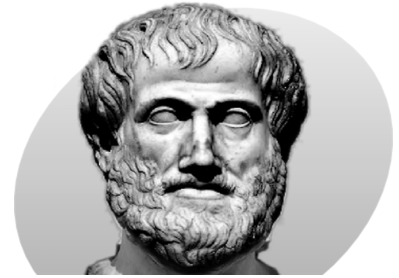


Name: \_\_\_\_\_

# Aristotle's Rhetorical Appeals

Aristotle taught that a speaker's ability to persuade an audience is based on how well the speaker appeals to that audience in three different areas: logos, ethos, and pathos. Considered together, these appeals form what later rhetoricians have called the rhetorical triangle.



We will watch [this video](#) to answer the following questions:

**Video Note: Rhetoric-** The art of speaking or writing effectively and using language designed to have a persuasive effect on its audience

1. Which appeal deals with credibility, trust, and ethics?
  - a. Ethos
  - b. Pathos
  - c. Logos
  - d. Migos
2. True or False: You can gain credibility in your writing by citing prior experiences to establish your knowledge of a topic.
3. Which appeal deals with emotion, sympathies, and imagination within your audience?
  - a. Ethos
  - b. Pathos
  - c. Logos
  - d. Migos

4. Using language to flatter your audience is using pathos to make your audience:
  - a. become charitable and giving
  - b. become supportive and compliant
  - c. become critical and evaluate a topic negatively
  - d. become disinterested and stop listening
5. True or False: Vivid language and imagery can force emotional reactions.
6. Which appeal deals with logic, reason, and using factual support?
  - a. Ethos
  - b. Pathos
  - c. Logos
  - d. Migos

## Identifying Appeals

7. Stating that a doctor of dentistry recommends a particular toothpaste would be an example of using:
8. Using statistical graphs and charts to support your claims would be an example of using:
9. Using a joke to soften up your audience would be an example of using:
10. Using an analogy to explain your point would be an example of using:



# Aristotle's Rhetorical Appeals

## Three Modes of Persuasion



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### **Ethos**

Ethos is a Greek word that means both disposition and character. It's when we use the 'character' of a person (like a celebrity or expert) to alter the audience's frame of mind – showing them that the speaker is reliable and ethical. As Aristotle put it, "We believe good men more fully and more readily than others."

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### **Pathos**

Pathos is a Greek word that means both suffering and experience. It's the root of the words empathy and pathetic. Pathos is when we use emotional appeal – rather than logic – to get people to do something. It's when we 'tug on the heartstrings' or 'dial up the emotions'. When we talk about 'feeling all the feels', that's pathos.

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### **Logos**

Logos is the Greek word for, well, 'word'. It's where we get the word 'logic' from. When Aristotle talks about logos, he's referring to 'reasoned discourse' or 'the argument'. Logos is when we use cold arguments – like data, statistics, or common sense – to convince people of something, rather than trying to appeal to an audience's emotions.

# Analyzing Style: The Mini List of Rhetorical Strategies

When we analyze a piece of writing or a speech for style, we are ultimately picking it apart to understand and critique how the text may or may not appeal to the audience. We need to expand our rhetorical vocabulary to help us discuss a text on an academic level. Rhetorical strategies are words or word phrases that are used to convey meaning, provoke a response from a listener or reader, and to persuade during communication. Using these words will help you explain what and how a text is specifically credible, emotional, or logical.

<p><b>Rhetorical Comparisons</b></p> <p>Some of the most prevalent rhetorical devices are figures of speech that compare one thing to another. These comparisons can be used to show logical connections, but they can also create emotional connections or reactions.</p> <p>The distinctions between the three types of comparison are simple:</p> <p>A <b>simile</b> compares two things using like or as: “You are like a monster.”</p> <p>A <b>metaphor</b> compares them by asserting that they’re the same: “You’re a monster.”</p> <p>And with <b>hypocatastasis</b>, the comparison itself is implied: “Monster!”</p> <p>There are also <b>analogies</b> which can be a kind of extended metaphor or long simile in which an explicit comparison is made between two things (events, ideas, people, etc.) for the purpose of furthering a line of reasoning or drawing an inference</p>	<p><b>Rhetorical Questions</b></p> <p>You’ve probably heard of a rhetorical question: a question asked to make a point rather than to be answered. These questions can work to draw an audience in and help to build credibility by forcing a connection between the speaker and the audience.</p> <p>If you pose a rhetorical question just to answer it yourself, that’s <b>hypophora</b> (“Am I hungry? Yes, I think I am”).</p> <p>If your rhetorical question infers or asks for a large audience’s opinion (“Friends, Romans, countrymen [...] Did this in Caesar seem ambitious?”) that’s <b>anacoenosis</b> — though it generally doesn’t warrant an answer, either.</p>	<p><b>Rhetorical Repetition</b></p> <p>Repetition throughout a work can have a variety of purposes: it allows a chain of thought to carry through to the next idea, allowing your audience to follow along with the point you are presenting; it can help to put more emphasis on the ideas being conveyed, allowing your conversation to stress the importance of your ideas; and it can create a sense of lyricism that catches a listener’s attention.</p> <p><b>Anadiplosis</b> is the repetition of the word from the end of one sentence to the beginning of the next: “Fear leads to anger. Anger leads to hate. Hate leads to suffering.”</p> <p><b>Anaphora</b> is the repetition of a word or expression at the beginning of successive phrases, clauses, sentences, or verses: “we cannot dedicate—we cannot consecrate—we cannot hallow—this ground”</p> <p><b>Epistrophe</b> is the repetition of a word or expression at the end of successive phrases, clauses, sentences, or verses: “of the people, by the people, for the people”</p> <p><b>Alliteration</b> uses repetition in the initial consonant sound of a word or word phrase. The consonant sound is repeated for most or all the words: “Five score years ago, a great American, in whose <i>symbolic</i> shadow we <i>stand</i> today, <i>signed</i> the Emancipation Proclamation.”</p>
<p><b>Rhetorical Word Choice</b></p> <p><b>Diction</b> is the specific word choice of an author or speaker. Diction can help to create emotions, build credibility, and even help them to sound more logical.</p> <p>Word <b>denotation</b> refers to a word’s specific dictionary definition.</p> <p>Word <b>connotation</b> refers to the different emotions that are associated with words; two words can have the same denotation but completely different connotations.</p>	<p><b>Rhetorical Listing</b></p> <p><b>Asyndeton</b> is the removal of conjunctions like “or,” “and,” or “but” from your writing because the sentence flows better, or more poetically, without them.</p> <p><b>Polysyndeton</b>, which is essentially asyndeton’s opposite — the addition of extra conjunctions (“and then we walked and then we stopped and then we sat on the ground”). This can help develop specific moods for an audience.</p>	<p><b>Rhetorical Overstatements &amp; Understatements</b></p> <p><b>Hyperbole</b> is the use of exaggerated language to make a point.</p> <p>By understating the gravity of the situation, <b>meiosis</b> is in effect, the complete opposite of hyperbole.</p>
<p><b>Personification</b></p> <p>Describes things and concepts using human characteristics. It’s easier for humans to understand a concept when it’s directly related to them.</p>	<p><b>Allusions</b></p> <p>An indirect reference to people, events, literature, etc. aimed at creating associations for the readers and to add further emphasis to the writer’s views.</p>	
	<p><b>Imagery</b></p> <p>Using words to employ one or more of the audience’s five senses. This can help draw an audience in to build emotion and connection.</p>	

## Questions For Analysis

- How does this strategy usually work?
- How is the strategy working in your specific example?
- Why did the speaker use this strategy on this audience?
- How might this strategy make this audience feel, react, or respond?

Throughout his speech, “A Price Portage Of Steel,” John F. Kennedy consistently employs pathos to create a sense of unity in the American people helping them to overcome price surges throughout the country. He does this through repetitive **diction** and **anaphora** beginning when he draws his audience together saying “when we are confronted with grave crises in Berlin and Southeast Asia, when we are devoting our energies to economic recovery and stability, when we are asking Reservists to leave their homes and families for months on end...” Kennedy is subconsciously making the people agree with him by frequently incorporating the word “we.” His word choice purposefully brings people together. By saying this, the president makes the nation feel like they are all contributing the same amount of effort to the same cause. The audience starts to believe they are greatly involved in the price-rise situation, and they enjoy feeling the sense of unity in being a part of a great cause. This positive feeling of unity helps Kennedy reason with his audience into accepting price increases that impact their everyday lives.