

## Do Now:

- On a blank sheet of paper (keep this paper – you are turning it in at the end of class today!), answer the following questions:
  - What do you think of when you hear the word “argument”? How does argumentation relate to writing?



Persuasive Strategies

# THE BIG THREE



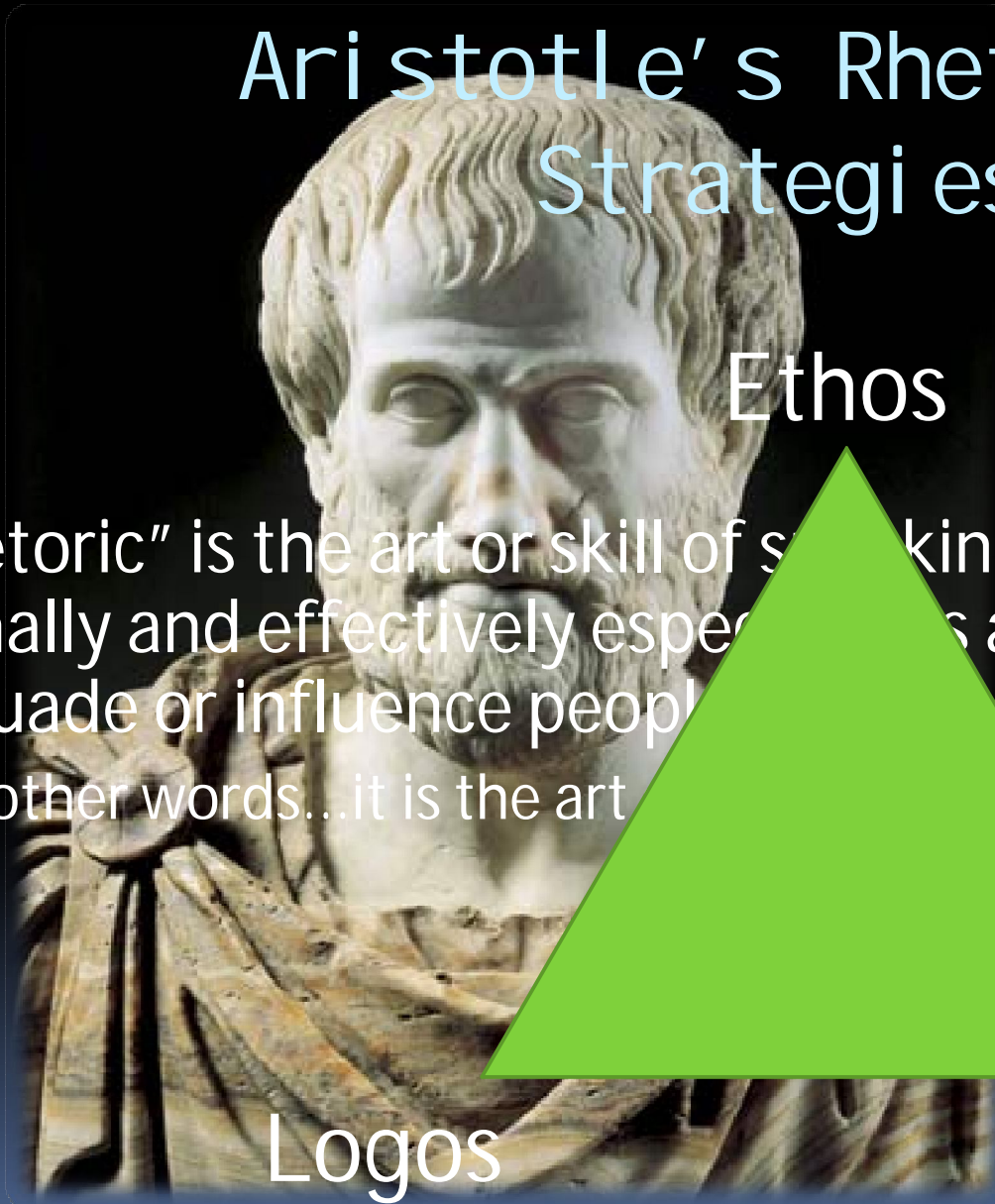
# Aristotle's Rhetorical Strategies

Ethos

- "Rhetoric" is the art or skill of speaking or writing formally and effectively especially as a way to persuade or influence people
  - In other words...it is the art

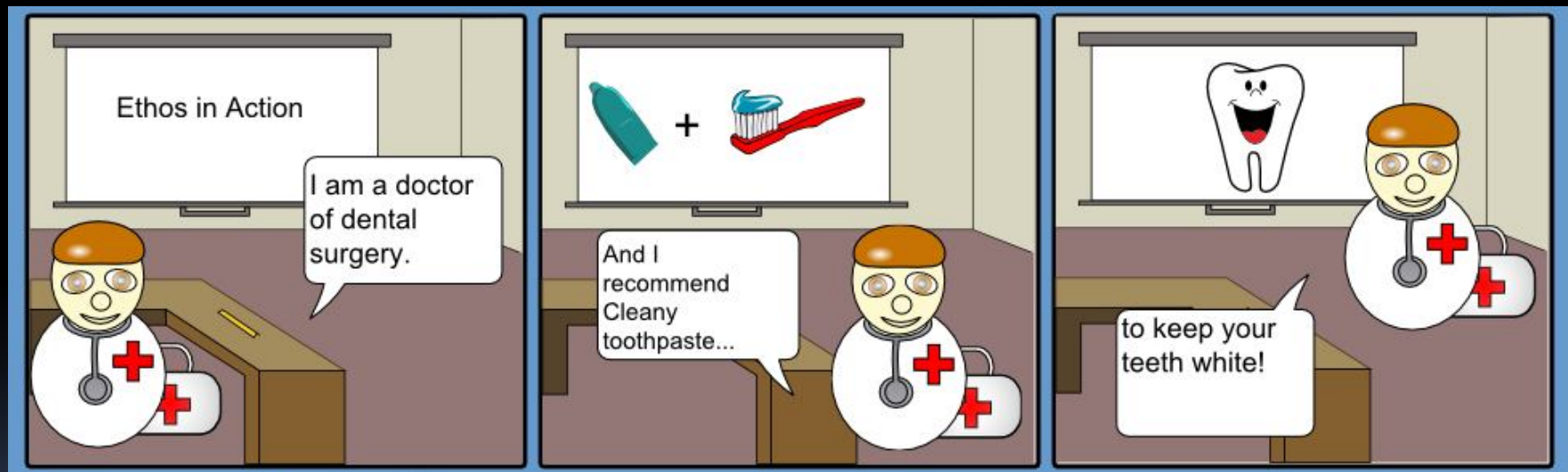
Logos

Pathos



# ETHOS

- Relies on the credibility, character, or reliability of the writer.




- Often, BUT NOT ALWAYS uses the "testimony" of famous people or professions to sell the product or service.

A photograph of Taylor Swift with long, wavy blonde hair, wearing a light-colored, lace-trimmed top. She is holding a dark acoustic guitar and resting her chin on her hand. The background is a dark brick wall. The text 'got milk?' is in the top left, and a testimonial and logo are on the right.

got milk?

Swift pick.

In this business, you  
got to be decisiv  
So I choose milk. Sc  
studies suggest th  
teens who choose  
Instead of sugary d  
tend to be leane  
and the protein he  
build muscle. So  
eat right, exercise  
drink 3 glasses of lo  
or fat free milk a d  
Music to my ear

body  mi

[www.bodybymilk.com](http://www.bodybymilk.com)

How is this speaker using ETHOS to prove his point that American Muslims need to stop extremist propaganda from reaching their brothers and sisters?

Islamic Terror: What Muslim Americans Can Do



▶ 🔊 4:33 / 4:57





# PATHOS

- Appeals to the audience's emotions, needs, or values.





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Specialist Carlos Villarreal  
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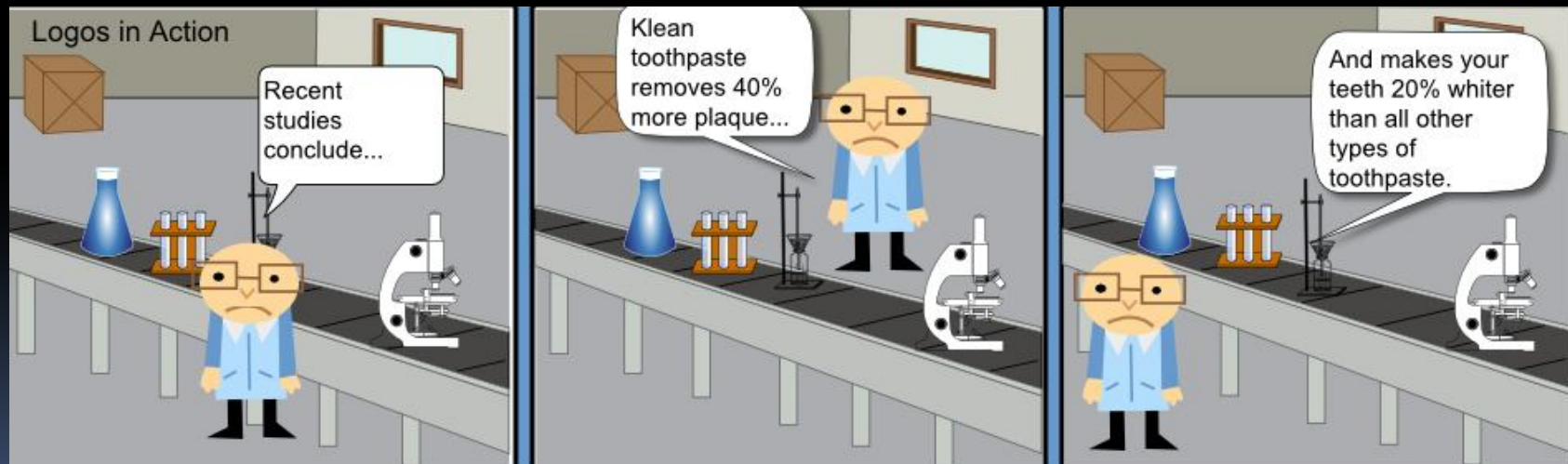


**What emotions, needs, or values does Senator Obama (yes, this was before he was President) use to appeal to his audience?**



# LOGOS

- The appeal to reason; relies on logic and reason (trying to make things “just make sense”). Often uses facts or statistics.



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**N**

d

e

**How do they use logic and reasoning to prove their point?**

Analyze! Number some blank space on your paper. Read each example below, then label with a "P" if it uses pathos, "E" for Ethos, and "L" for Logos.

1. A child is shown covered in bug bites after using an inferior bug spray.
2. Tiger Woods endorses Nike.
3. Sprite Zero is 100% sugar free.
4. A 32 oz. bottle of Tide holds enough to wash 32 loads.
5. A commercial shows an image of a happy couple driving a corvette.
6. Cardiologists recommend Ecotrin more than any other brand of aspirin.
7. Advil Liqui-Gels provide up to 8 hours of continuous pain relief.
8. Peyton Manning appears in commercials for Papa John's Pizza.
9. People who need more energy drink Red Bull Energy Drink.
10. A magazine ad shows people smiling while smoking cigarettes.



# Exit Ticket: Apply it!

- YOUR TASK:
  - Write three arguments (one for each rhetorical strategy we just discussed) for one of the situations below.
    - Convince your parents should buy you the new \_\_\_\_\_.
    - Persuade a teacher to offer you a second chance on an assignment or test.
    - Sway a friend to take YOU with them to Hawaii on vacation and not your other friend.
  - Answer the following question: How does using all three techniques strengthen an argument?