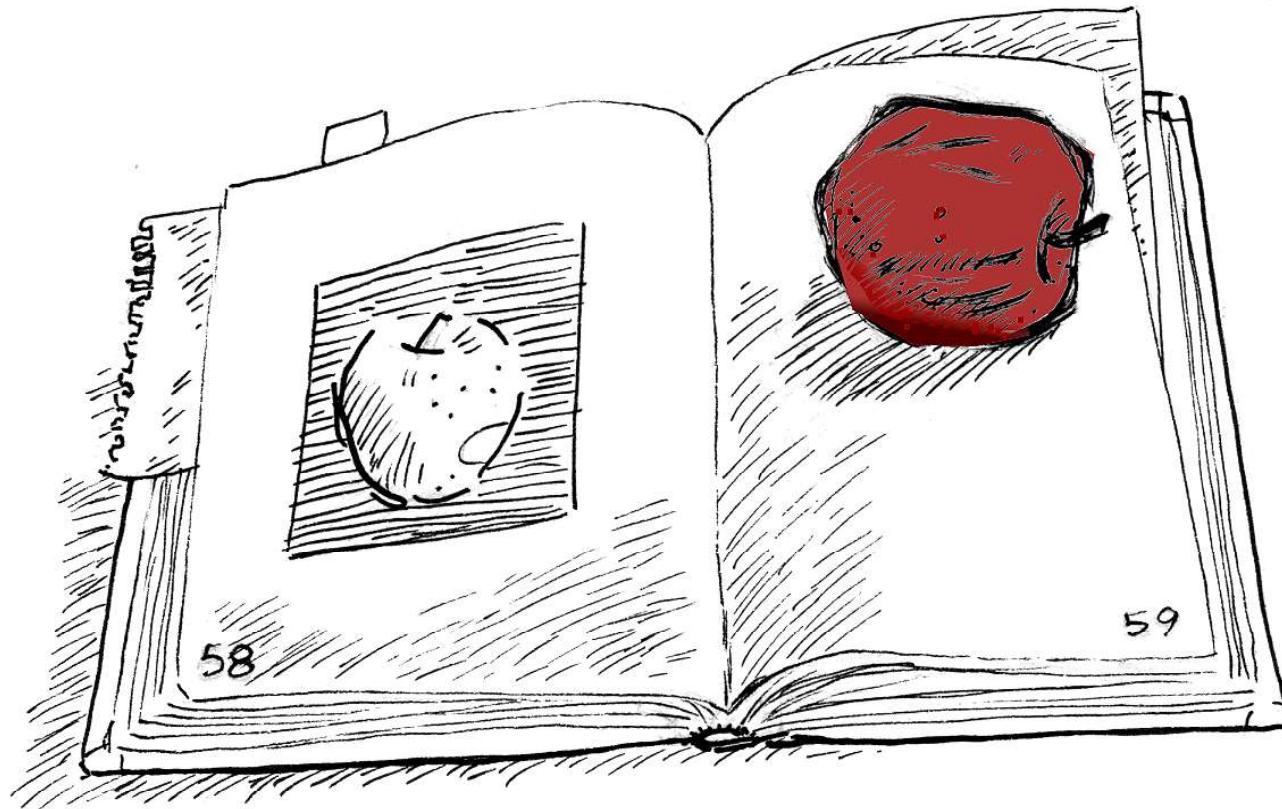


Elements of Rhetoric



introduction

Rhetoric—is the art of using language to communicate effectively and has been a major part of Western education since the Ancient Greeks.

- The philosopher Aristotle is attributed with devising most of these approaches to persuasive and argumentative writing which are still in use today.

Appeals in Writing

Three Types of Appeals Exist

These are rhetorical devices used to enhance observations in research papers:

- A. logos— (rational)
- B. pathos— (emotional)
- C. ethos— (ethical)

All three of these appeals can be merged into one paper; the longer the work, the greater the necessity for multiple intentions.

Likewise, just as one essay can fulfill multiple purposes, one essay can use multiple appeals; the **purpose** of the work controls the type of **appeal** in use.

Appeals in Writing: Logos

Logos (rational)

- Using a rational appeal requires a burden of proof, or **claim**.
Academic writing requires evidence to back up observations.
- A claim is your defense; **evidence** based on facts, truth, data, statistics.

Furthermore, rational appeals utilize **five different types of claims**.

1. factual
2. value
3. moral
4. causal
5. deliberative

Five Types of Claims

1. factual claim: declarative sentence that asserts something:

- current reality:

Austin is the capital of Texas.

- future condition:

The US plans to colonize Mars by 2030.

- past event:

Vikings discovered the New World hundreds of years before Columbus.

Five Types of Claims

2. value claim: opinion based declarative promoting personal feelings or tastes, detailing preference between two objects, people, situations.

Ulysses is James Joyce strongest, and most complex, novel.

Five Types of Claims

3. a moral claim is made on the basis of a prescribed code of values
(not necessarily religious):

*Despite the school board's intentions, teaching creationism in
a high school science class does not offer a well-rounded education.*

Five Types of Claims

4. causal claims: asserts and defines causes for an event or situation:

Slavery was only one cause of the American Civil War.

Five Types of Claims

5. deliberative claim: a declarative sentence which asserts something should or should *not* be done.

Capital punishment is a necessary deterrent to crime and should continue as a part of Texas' legal process.

Appeals in Writing: Pathos

Pathos (emotional)

- When using a **persuasive purpose**, an emotional appeal works best.
- Emotional, **personal writing** produces a reaction from the audience.

- When analyzing an emotional appeal, look carefully at the writer's emotionally charged words and the nature of their use.
- When reading an emotional appeal, be sure to determine:
 - >What emotion is the writer wanting you to feel?
 - >What manner is figurative language being used?
 - >Is the audience being manipulated?
 - >Is the emotion consistent with the purpose?
 - >Is the emotion appropriate to the audience, the situation, and the subject?
 - >Is the emotion the dominant part of the essay (which shows a bias)
or do rational arguments appear the main focus?
 - >Is the emotional material used to *clarify a complex argument*.

Appeals in Writing: Ethos

Ethos (ethical)

- most complicated portion of the rhetorical process
- applies to good debate tactics and public speaking; do not mock or poke fun at opponents; politely point out how your opponents misinterpret data
- borders on philosophical approaches to your particular life values
- present yourself as an authority on the subject; show how you conducted much research on the topic
- avoidance of *plagiarism or theft of another writer's ideas*.

Ethos establishes your personal authority on a subject.

As a student you need to develop a strong sense of ethos in order to show you have a point of view worthy of discussion.

You use authoritative authors/critics in order to defend your point.

Your resources therefore have a strong ethos.