



DC English IV

Composition & Rhetoric

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Elements of Rhetoric

Three Types of Appeals

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

The type of appeal serves as the **purpose** for the paper:

- A. **logos**— (rational)— scientific, medical, historical
- B. **pathos**— (emotional)— editorial, personal letter, eulogy, discussion
- C. **ethos**— (ethical)— debate, political rally, sermon, argument



Elements of Rhetoric

All three of these purposes can be merged into one paper;

- the more complex the assignment or
- the longer the work,

the greater the necessity for multiple intentions.

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

Logos (rational/scientific)

- Using a rational appeal requires a **burden of proof, or claim.**

Academic writing requires evidence to back up observations.
Furthermore, rational appeals utilize **different types of claims.**



Elements of Rhetoric

Logos (rational)

- Using a rational appeal requires a burden of proof, or claim.
- There are five different types of claims.

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



Elements of Rhetoric

Value Claims

- although based on your **opinions** and feelings on the topic
- they are defended by **specific academic** observations, **detailed** examples
- likewise **textual evidence** is necessary to provide a **valid defense**

Through strong *logos*, a stronger sense of *ethos* is created.

example:

William Faulkner's novel *Absalom, Absalom* is his strongest work due to the experimental nature of the narration, the eccentric weaving of plot structure, and the erratic manner he displays character developments and motivations.



Elements of Rhetoric

Value Claims

First, establish a **general observation** on the topic.

This may be a beginning observation or generalization of the full subject.

William Faulkner's novel *Absalom, Absalom* is his strongest work due to the experimental nature of the narration, the eccentric weaving of plot structure, and the erratic manner he displays character developments and motivations.



Elements of Rhetoric

Value Claims

Second, provide **three details** on the topic.

These three concepts must be academic, specific, and defensible.

William Faulkner's novel *Absalom, Absalom* is his strongest work due to

- (1) the experimental nature of the narration,
- (2) the eccentric weaving of plot structure, and
- (3) the erratic manner he displays character developments and motivations.



Elements of Rhetoric

Value Claims

Finally, as a result, you will provide textual evidence to backup any claim.

Each of the three points of discussion should be backed up with examples from the primary or secondary resources.

Primary Resource

- (direct) quotations from the work
- paraphrase from the work

Secondary Resource

- (indirect) quote from critic about the work
- paraphrase from critic about the work

