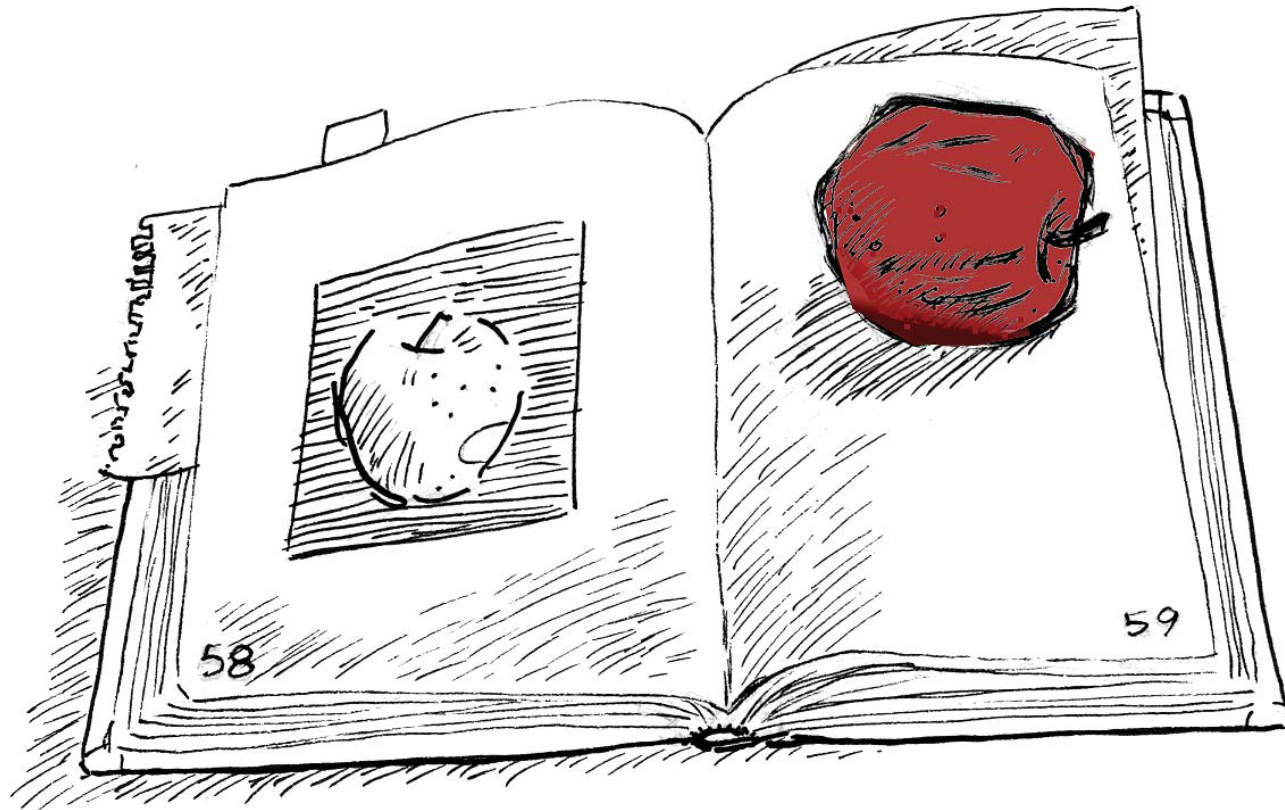


# Elements of Rhetoric

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# *introduction*

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**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*

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## **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 )

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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*

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## **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*

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## **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*

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**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*

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**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*

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**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*

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**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*

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## **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*

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## **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.