MODES OF PERSUASION: ETHOS, PATHOS, AND LOGOS

Lemon Bay High School
ENC 1102
Mr. Mark Hertz
Lesson One: Rhetoric, Argument, and Modes of Persuasion

- Please take out a piece of paper and a pen or a pencil. Please write your name, the date, class, and title at the top of the paper.

“Modes of Persuasion: Ethos, Pathos, and Logos”

This lesson will consist of the following activities:

- Goals and Pre Rating.
- Opening warm-up prompt
- Lecture on rhetoric, argument, and modes of persuasion
- Analysis of texts—Dr. Martin Luther King Jr.
- Print Advertisement Analysis
- Goals—Post Rating.
Goals of Lesson and Pre-Rate:

▪ Understand the concepts of rhetoric, argument, persuasion.

▪ Learn the different modes of persuasion according to classical Greek and Roman thought.

▪ Demonstrate the ability to find examples of ethos, pathos, and logos in a sample of texts and advertisements.
**Introduction to Persuasion (Rhetoric) and Writing Prompt**

**Thinking Critically:** Whenever you read an argument you must ask yourself, "is this persuasive? And if so, to whom?" There are several ways to appeal to an audience. Among them are appealing to logos, ethos and pathos. These appeals are prevalent in almost all arguments.

**Introduction Writing Prompt.** Please take a moment to answer the following prompts. Please record your responses on your paper. We will share responses and take notes as a class following this prompt.

1. Please list or identify all areas, places, venues, etc. where a person can see, hear, or is presented with information.

2. Next, list or identify the types of information that one can see, hear, read, etc.

3. Lastly, please explain the purpose of at least three different types of information.
Rhetoric = The art of speaking or writing persuasively.

"It is the mark of an educated mind to be able to entertain a thought without accepting it."

Aristotle, Greek philosopher
(384-322 BC)
The Elements of Argument

- **Academic Argument**: Takes a stance, presents evidence, and uses logic to convince an audience to accept, or at least consider, the writer’s position.

- **Persuasion**: How a speaker or writer influences an audience to adopt a particular belief.

- **Audience**: The people you are addressing; person reading your paper.

The Elements of Argument—Introduction, Body, Conclusion

- **Thesis Statement**: A single declarative sentence that states your position on an issue.

- **Evidence**: The material—facts, observations, expert opinions, examples, statistics, etc.—that supports your thesis statement.

- **Refutation**: Acknowledging the opposing arguments and then pointing out their shortcomings (counterclaim and rebuttal).

- **Conclusion**: Final statement that reinforces your position.
Definition and Explanation: LOGOS

- Greek word. Translated in English = Logic
- Logos is a broader idea than formal logic you might study in a philosophy course.
- Logos refers to any attempt to appeal to the intellect.
- Everyday arguments rely heavily on ethos and pathos, but academic arguments rely more on logos.
- Aristotle wished that all communication could be transacted through this appeal:
  
  “But given the weakness of humanity,” he laments, “we must resort to the use of the other two appeals.”
Logos: Common Appeals and Effects

**Appeal to Logic**
- Theoretical, abstract language
- Literal (not figurative) meanings or reasons
- Historical analogies or examples
- Definitions
- Factual data and statistics
- Quotations, citations, or informed opinions from experts and authorities

**Effect of Appeals to Logos**
- Evokes a cognitive, rationale response
- Demonstrates author's reliability, competence, and respect for the audience's ideas and values through reliable and appropriate use of support and general accuracy
Following the death of Julius Caesar, Marcus Tullius Cicero became one of the most powerful men in the Roman Empire. He was the leader of the Roman Senate and opposed Rome being ruled by a king (Caesar). (In the HBO series *Rome*, he was assassinated by my dog, Titus Pullo)
Ethos is related to the English word ethics, however in persuasion it refers to the trustworthiness of the speaker/writer.

Ethos is an effective persuasive strategy because when we believe the speaker, we are more willing to listen to what they have to say.

For example:
- When a trusted doctor gives you advice, you may not understand all of the medical reasoning behind the advice, but you nonetheless follow the directions because you believe that the doctor knows what s/he is talking about.

Aristotle claimed that one needs to appear both knowledgeable about one’s subject and benevolent.

Cicero said in classical oratory, the initial portion of the speech was the place to establish credibility with the audience.
Developing Ethos and Its Effects

**To Develop Ethos**
- Language appropriate to audience and subject
- Restrained, sincere, fair minded presentation
- Appropriate level of vocabulary
- Correct grammar and speech

**Effects of Appeals to Ethos**
- Evokes a feeling of trust for the speaker or author.
- Those who read your work or listen to you speak will feel comfortable with you.
- This will make it easier for them to accept what you say as the truth, or at least seriously consider your proposal or statements.
Pathos is related to the words pathetic, sympathy and empathy.

Whenever you accept a claim based on how it makes you feel without fully analyzing the rationale behind the claim, you are acting on pathos. They may be any emotions: love, fear, patriotism, guilt, hate, or joy.

A majority of arguments in the popular press are heavily dependent on pathetic appeals.

The more people react without full consideration for the WHY, the more effective an argument can be.

Pathos can be manipulative, but it is the cornerstone of moving people to action.

Many arguments are able to persuade people logically, but the apathetic audience may not follow through on the call to action.

Cicero encouraged the use of pathos at the conclusion of an oration, but emotional appeals can be used at any point of an argument.
Appeals and Effects of Appeals to Emotion

Appeals to Emotion

▪ Vivid, concrete language
▪ Emotionally loaded language and tone
▪ Connotative (Implied) meanings
▪ Figurative language (metaphor)
▪ Detailed descriptions
▪ Narratives of emotional events

Effects of Appeals to Emotion

▪ Evokes a feeling of sympathy.
▪ Your audience will be moved by you in some way.
▪ By triggering the emotions of your audience, you are exploiting the tendency of humans to think quickly and irrationally.
Lesson 2: In-Depth Analysis—Martin Luther King Jr.
Lesson Plan:

▪ You will break into groups of three and complete an activity with excerpts of three different texts written by Martin Luther King Jr.

▪ Each group will be given one handout, then as a class we will read the introduction.

▪ Next your group will read each of the texts, discuss them, and then answer the questions that are posed at the top of each page. You will record your answers on the worksheet and you should answer using complete sentences. Use specific examples from the text to support your answers.

▪ You will then choose one of the texts and record your responses on a white board to share with the rest of the class.

▪ At the conclusion of the activity, each group will clean your whiteboard and put it away, and turn in your groups packet of work. Please make sure all group members names are on the packet and your work is complete.
Lesson 3: Print Advertisement Analysis #1 and #2

Lesson Plan

1. Handout “Quiz: Print Advertisement Analysis”

2. Each student will be given an advertisement to analyze.

3. Complete the quiz. Please take your time and answer each question using complete thoughts and complete sentences.

4. At the conclusion of the quiz, students will trade papers (with the ad) and grade their classmates. Time permitting, we will do this twice.

5. Students will turn in their work to the box in the back of the room and return their advertisements to the instructor.
Lesson 4: In-Class Essay—Print Advertisement Analysis

- Your instructor will return your two print advertisement analyses. You must choose one and write a text (visual) based argumentative essay or *ad analysis* (500 words).

- Your essay must have an introduction paragraph (attention getter, background, and thesis), two to three body paragraphs (contain evidence to support your thesis), and a conclusion paragraph.

- Your essay must be word processed and in proper MLA format. You must properly cite your work in text. Since this is an in-class essay, you do not need a works cited page.

- You should use your responses on the print advertisement analysis quiz to help you with your essay.

- You will have a total of 60 minutes to complete this essay.

- You should print a hard copy of your essay as well as upload a copy to your respective Google Classroom assignment page.
Conclusion of the Lesson Series—Post Rate:

Using the Lemon Bay Scale, please rate yourself on the following skills and concepts:

▪ Understand the concepts of rhetoric, argument, persuasion.

▪ Learn the different modes of persuasion according to classical Greek and Roman thought.

▪ Demonstrate the ability to find examples of ethos, pathos, and logos in a sample of texts and advertisements.

▪ Once you have completed this task, please turn in your work for credit. Thank you!