

Persuasion

Writer attempts to influence
an audience to take action or
to change its point of view

Involves interplay
of logos, pathos, ethos

Must know audience in order
to play to it

Logos

Use of facts, stats, information,
authoritative sources

Use reason, logic, and objectivity

Focus on soundness and support of
argument

Pathos

Appeal to needs and desires, emotions and attitudes of audience

Use of emotional appeals to elicit gut level human response

Ethos (“The Rub”)

Appeal to ethics or values of community

Make self trustworthy to audience—work in their interest

Avoid hostile and caustic language—avoid antagonism

- Persuasive Model
- Establish problem / Create context
- Offer argument or plan
- Provide support – mix logos / pathos – reason / examples
 - Each idea needs example or explanation
- Address opposition – Create “yes...but” or “while this may be true, this is better”
- Recap points
- Make call to action

- Rhetoric, Fallacies, and Propaganda
- Rhetoric
 - Diction, Syntax, Mood, and Tone
 - Imagery
 - Literary Devices and Sensory Details
 - Ex. Allusion and Alliteration
 - Repetition
 - Parallelism
 - Rhetorical Question
 - Anecdote

- Logical Fallacies
- Appeal to Authority
- Ad Hominem
- Either/Or (False Dilemma)
- False Analogy
- Slippery Slope
- Red Herring

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- Baseball player Mark McGwire just retired. Clearly, he deserves to be in the Hall of Fame. After all, he's such a nice guy, and he gives a lot of money to all sorts of charities.

- Slippery Slope

- You should never gamble. Once you start gambling you find it hard to stop. Soon you are spending all your money on gambling, and eventually you will turn to crime to support your earnings.

- Propaganda
- Bandwagon
- Glittering Generalities
- Testimonial
 - Plain Folk
 - Spokesperson (Appeal to Authority)
- Name-Calling (Ad Hominem)
- Fear (Slippery Slope)