

The Art of Rhetoric: Learning How to Use the Three Main Rhetorical Styles

- *Rhetoric* (n) - the art of speaking or writing effectively.
([Webster's Definition](#))
- According to Aristotle, rhetoric is "the ability, in each particular case, to see the available means of persuasion."
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The Rhetorical Square

Purpose/Occasion: (Kairos)

To inform
To move to action or inaction
To change policy or to keep things the same
To entertain
To educate
To present a subject that is controversial (Polemical purpose)
The occasion includes the when, where, and how of the speech. But it also must include the context in which the material is presented, the reason that prompts the writer to write.

Audience: (Pathos)

Those who agree with your position.
Those who are undecided.
Those who disagree with your position.
This is how the speaker prepares the audience for an emotional response.

All four of these elements work together to create the rhetorical situation.

Speaker: (ETHOS)

This is where the speaker creates a sense of COMMON GROUND, a connection between speaker and audience which suggests trust, intellect, and integrity. The speaker uses everything at his/her disposal in order to appear trustworthy, intelligent, confident, etc.

Message: (Logos)

The text of the message: words or images that embody the text.
Any arguments in the text—includes appeals, levels of probability, inductive/deductive reasoning.
All rhetorical devices in the text. How the author uses diction, detail, syntax, and tone.

Ethos

- Ethos (Greek for “character”)
- Focuses attention on the writer’s or speaker’s trustworthiness.
- Takes one or two forms: “appeal to character” or “appeal to credibility.”
- A writer may show “ethos” through her tone, such as taking care to show more than one side of an issue before arguing for her side. When you use a counterargument to show an opposing side to an issue before explaining why your thesis is still correct, you use ethos.
- Other times, the author may rely on his reputation for honesty or his experience in a particular field. Advertising that relies on doctors’ statements or political records often use an appeal to ethos.

Ethos

- **Acme Gizmotronics**, the company that you've trusted for over 100 years, has recently entered the World Wide Web! Now you can purchase our fine products through the internet. Our quality gizmos, widgets, and thingamabobs can be shipped to you within minutes. All come with the famous lifetime guarantee that makes Acme the company that the world depends on for its gizmo needs.



Our spokesperson, Mr. Coyote says "I'm not really a coyote, but I play one on TV. I've used Acme products for years. Their slingshots, rocket launchers, crowbars, pogo sticks, and power pills are the best around. And don't forget their high-powered dynamite! I buy everything from Acme. They are the company that I trust the most."

Logos

- Logos (Greek for “word”)
- Logos is appeal based on logic or reason. A logos driven document relies on facts and figures.
- Focuses attention on the message.
- Often called a “logical appeal,” or an “appeal to reason.”
- Points out internal consistency and clarity within its argument.
- Frequently uses data to support its claim.

Logos

ACME's new dihydro-cesium detonation process

By combining cesium and dihydro-oxide in laboratory conditions, and capturing the released energy, ACME has promised to lead the way into the future. Our energy source is clean, safe, and powerful. No pollutants are released into the atmosphere. The world will soon have an excellent source of clean energy.



ACME is currently working towards a patent on our process. Our scientists are exploring ways to use the process in cars, houses, airplanes, and almost anything else that needs power. ACME batteries will be refitted with small dihydro-cesium reactors. Once the entire world is powered by ACME's generators, we can all relax and enjoy a much easier life.

Pathos

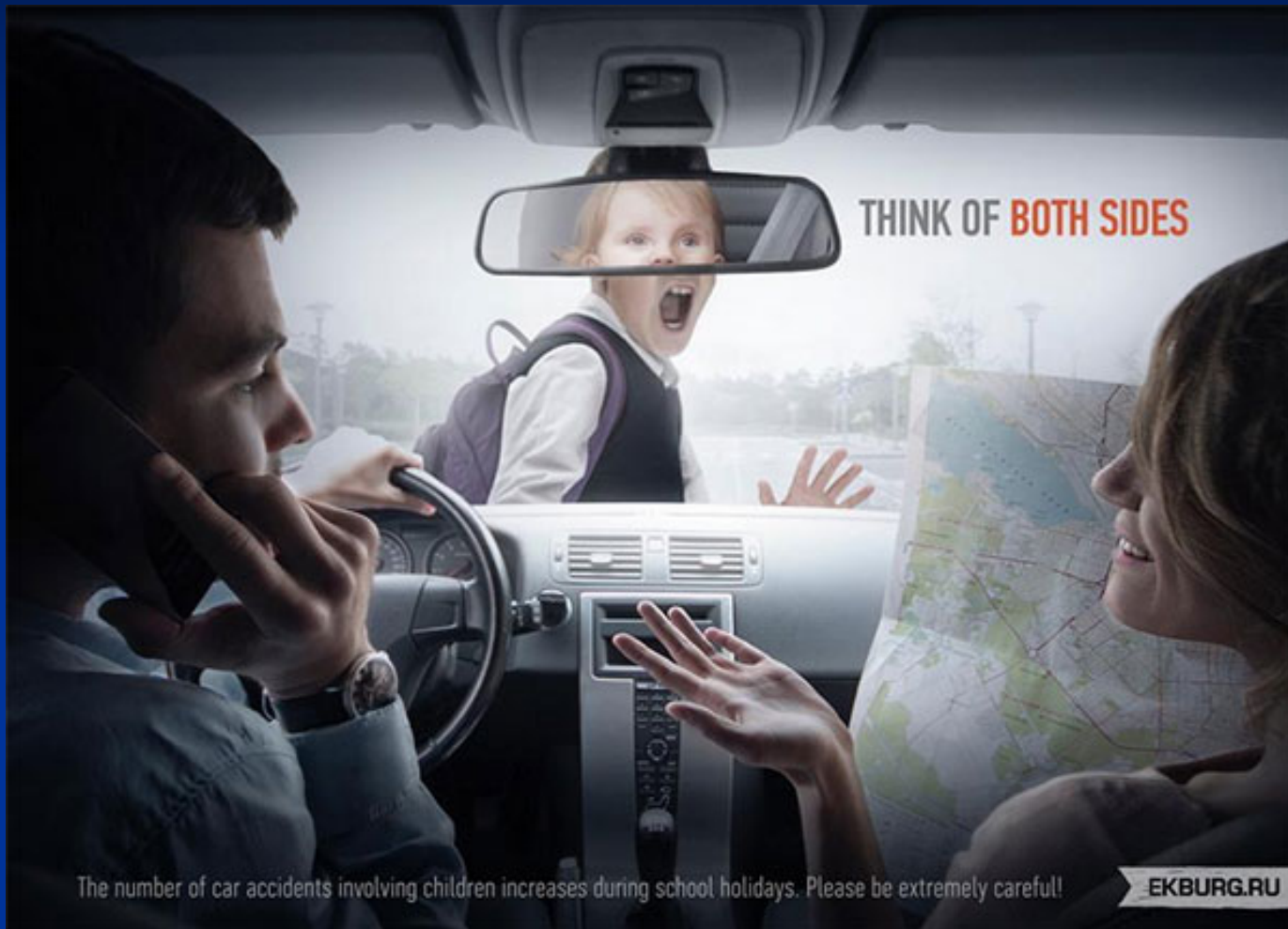
- Greek for “suffering” or “experience”
- Focuses attention on the values and beliefs of the intended audience.
- Appeals to the audience’s capacity for empathy, often by using an imaginable story to exemplify logical appeals.
- Whereas logos and ethos appeal to our mental capacities for logic, pathos appeals to our imaginations and feelings, helping the audience grasp an argument’s significance in terms of how it would help or harm the tangible world around them. Pathos refers to the writer’s ability to shape the emotional response of the audience.

Kairos

Kairos (Greek for “right time,” “season” or “opportunity”)

- Refers to the “timeliness” of an argument. Often, for an ad or an argument to be successful, it needs appropriate tone and structure and come at the right time. For example, an ad featuring Avril Lavigne would be more effective for a teen magazine in 2002 than in 2012.
- A Sears ad featuring Kim Kardashian would be more appropriate in TeenVogue than it would be in AARP magazine.
- Kairos is also the reason you might send a different kind of complaint email to your boss than you would to your mom or to a close friend. You may want similar results from all three of these recipients, but depending on who will read it, you may adjust the timing, tone and level of formality within the email itself.

Kairos



THINK OF **BOTH SIDES**

The number of car accidents involving children increases during school holidays. Please be extremely careful!

EKBURG.RU

Kairos



NOTHING IS
MORE
POWERFUL
THAN AN
IDEA WHO'S
TIME IS NOW

Cesium-Based Reactor Kills!

A baby turtle breaks free from the leathery shell of its egg, catching its first glimpse of its first sunrise. It pauses a moment to rest, unaware of the danger that lies so close to it. As the tide comes in, approaching the nest, it also approaches a small pile of metal - cesium. The water draws closer and closer, the turtle unsuspecting of the danger. Finally, the water touches the cesium.

The nest is torn to bits in the resulting explosion, destroying even more of an endangered species.

Why does this happen? One name: **Acme**.

How can they get away with this?

Costa Rica (where the island is near) has lax environmental laws, allowing Acme to do whatever they want - including destroy endangered species.

What can you do about this?

Don't let them get away with it! Boycott Acme products! And call your representatives, and tell them you support stricter legislation to prevent things like this!

➤ *On September 14, Bush took a short helicopter tour of the devastated New York area and then walked between the piles of rubble. He talked with volunteers, firefighters, and police officers. Hearing chants of "USA! USA!" from the workers, Bush took hold of a bullhorn, climbed to the top of a small pile of rubble, and put his arm around a fire fighter. Here is a transcript of what happened:*

➤ **CROWD: U.S.A.! U.S.A.!**

➤ **THE PRESIDENT:** Thank you all. I want you all to know --

➤ **Q:** Can't hear you.

➤ **THE PRESIDENT:** I can't talk any louder. (Laughter.) I want you all to know that America today -- that America today is on bended knee in prayer for the people whose lives were lost here, for the workers who work here, for the families who mourn. This nation stands with the good people of New York City, and New Jersey and Connecticut, as we mourn the loss of thousands of our citizens.

➤ **Q:** I can't hear you.

➤ **THE PRESIDENT:** I can hear you. (Applause.) I can hear you. The rest of the world hears you. (Applause.) And the people who knocked these buildings down will hear all of us soon. (Applause.)

➤ **CROWD: U.S.A.! U.S.A.!**

➤ **THE PRESIDENT:** The nation sends its love and compassion to everybody who is here. Thank you for your hard work. Thank you for making the nation proud. And may God bless America. (Applause.)

➤ **CROWD: U.S.A.! U.S.A.!** (The President waves small American flag.)
(Applause.)