



# The Rhetorical Triangle

Rebellion and Conformity Quiz  
Part 3

*The roots of education are bitter, but the fruit is sweet.*



# Aristotle

8

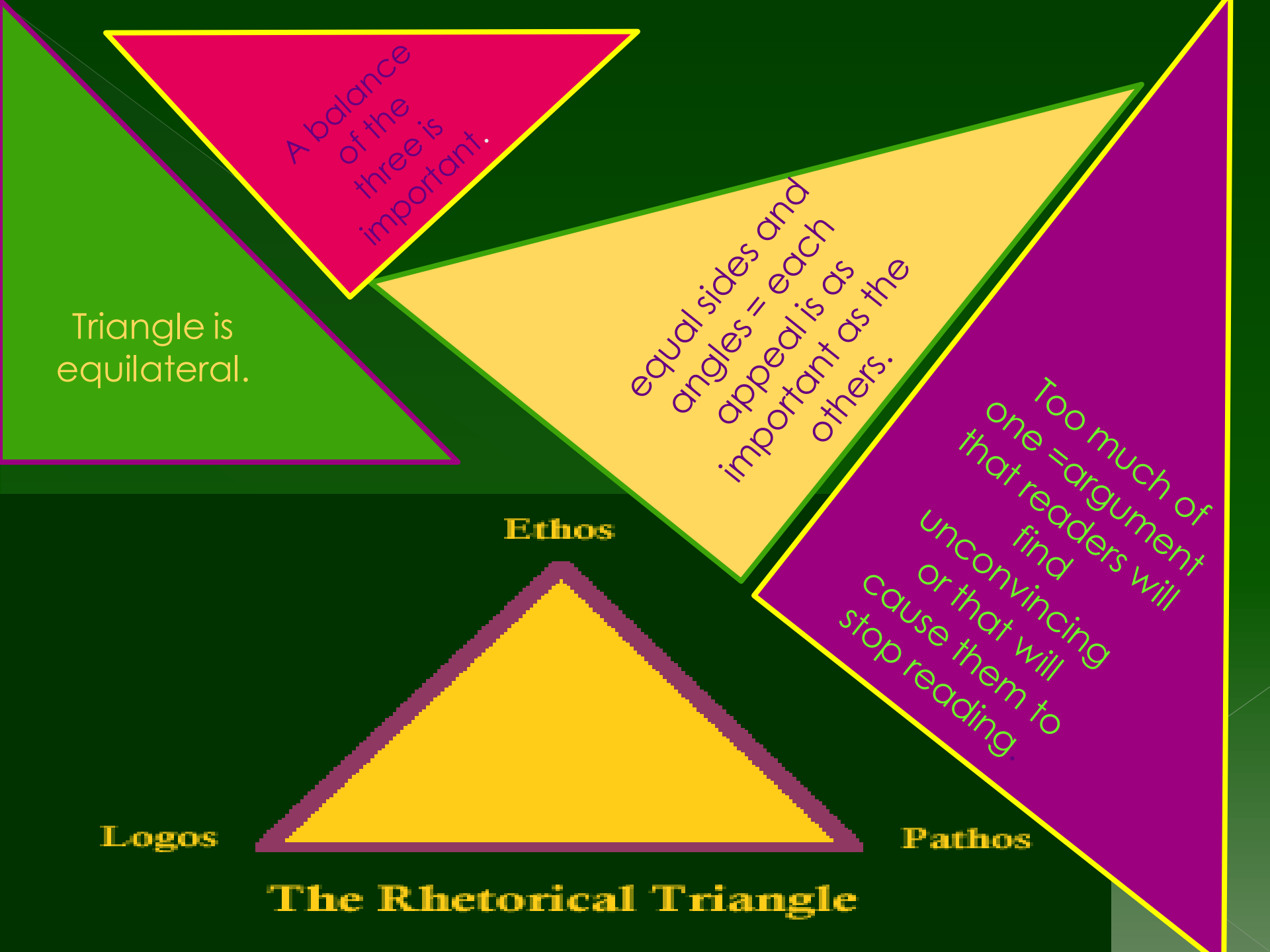


a speaker's ability to persuade is based on how well the speaker appeals to his or her audience in three different areas:

- ethos (ethical appeals)
- pathos (emotional appeals)
- logos (logical appeals)

**Rhetoric is the art or study of using language effectively and persuasively**

*What it lies in our power to do, it lies in our power not to do.*



A balance  
of the  
three is  
important.

Triangle is  
equilateral.

equal sides and  
angles = each  
appeal is as  
important as the  
others.

Too much of  
one = argument  
that readers will  
find  
unconvincing  
or that will  
cause them to  
stop reading.

**Ethos**

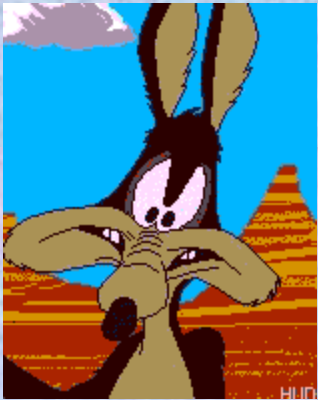
**Logos**

**Pathos**

**The Rhetorical Triangle**



**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."

**ACME** is currently supporting research into a form of clean, ultra-efficient, cesium-based power that promises to usher in a new period of cheap, globally available power. Based on a small island off the coast of Costa Rica, **ACME Technology Research** is one of our most significant divisions.

Interested in learning more about ACME? We thought you might be.



"Ethos" refers to the writer's "ethical appeal," that is, how well the writer presents himself or herself.



The ACME homepage is an example of ethos because of the way it keeps referring back to the character of ACME.



## 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**.

Acme Gizmotronics is supporting a dihydro-cesium reactor, trying, in their anthropocentrism, to squeeze energy out of such destructive explosions. And, they are dumping waste cesium onto the shores of their island, threatening the environment. Studies have shown that the dihydro-cesium reactor will destroy the island's ecosystem in less than **four months!**

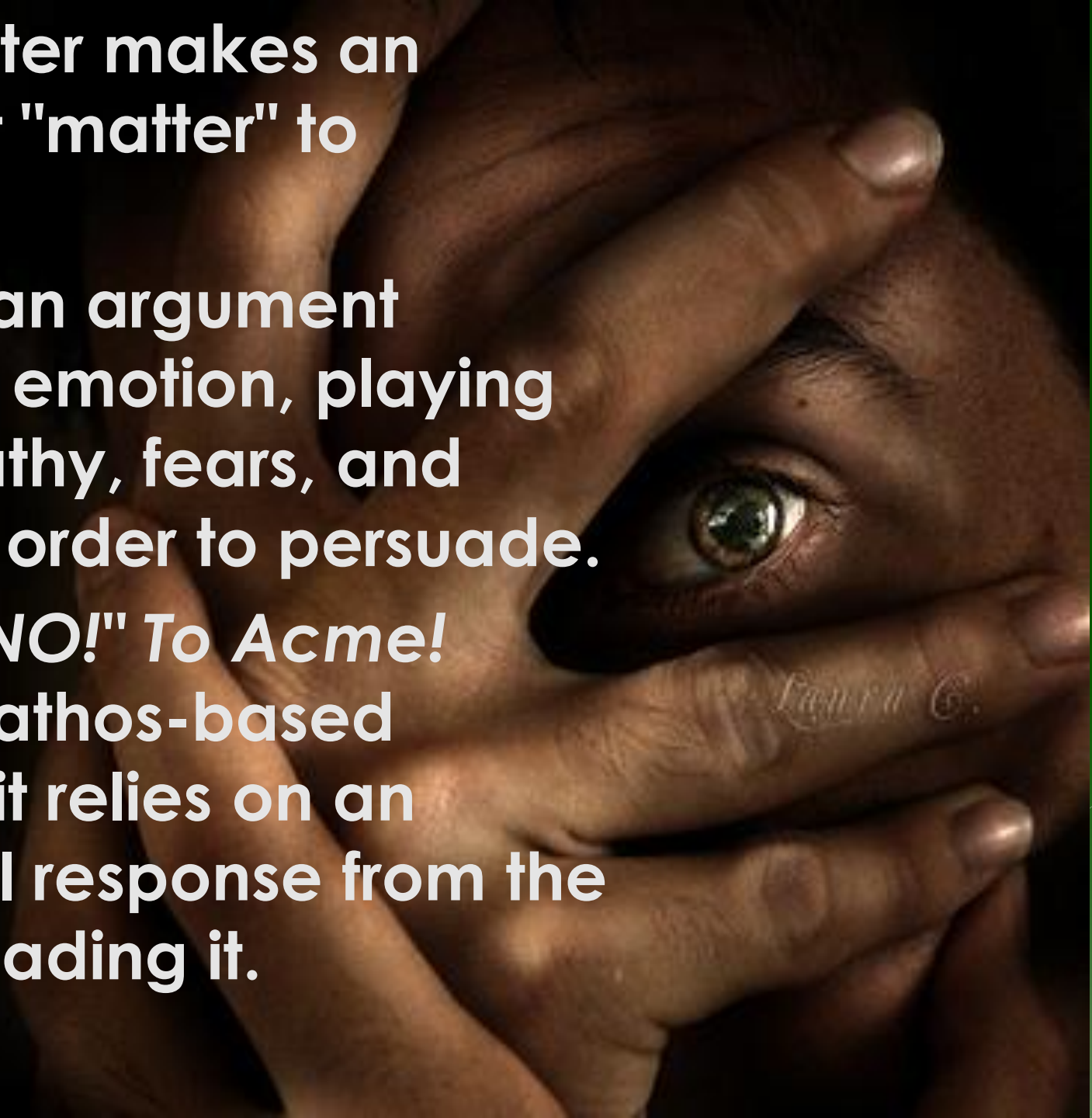
How can they get away with this?

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?

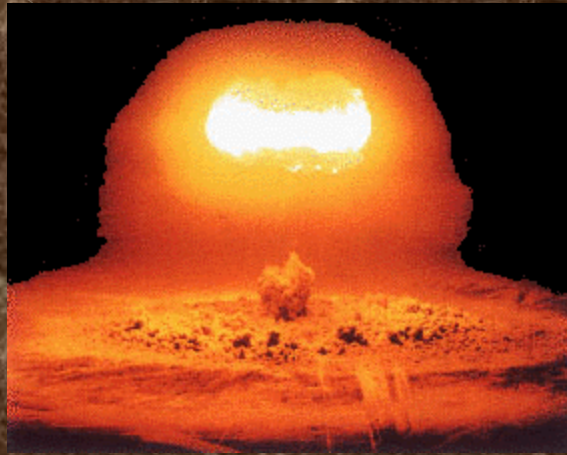
**Don't let them get away with it! Boycott Acme products! And call your representatives, and tell them you support stricter legislation to prevent things like this!**

- ◎ How a writer makes an argument "matter" to readers.
- ◎ *Pathos* is an argument based on emotion, playing on sympathy, fears, and desires in order to persuade.
- ◎ The *Say "NO!" To Acme!* page is pathos-based because it relies on an emotional response from the people reading it.






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.



*A typical example of energy released from the dihydro-cesium process.*

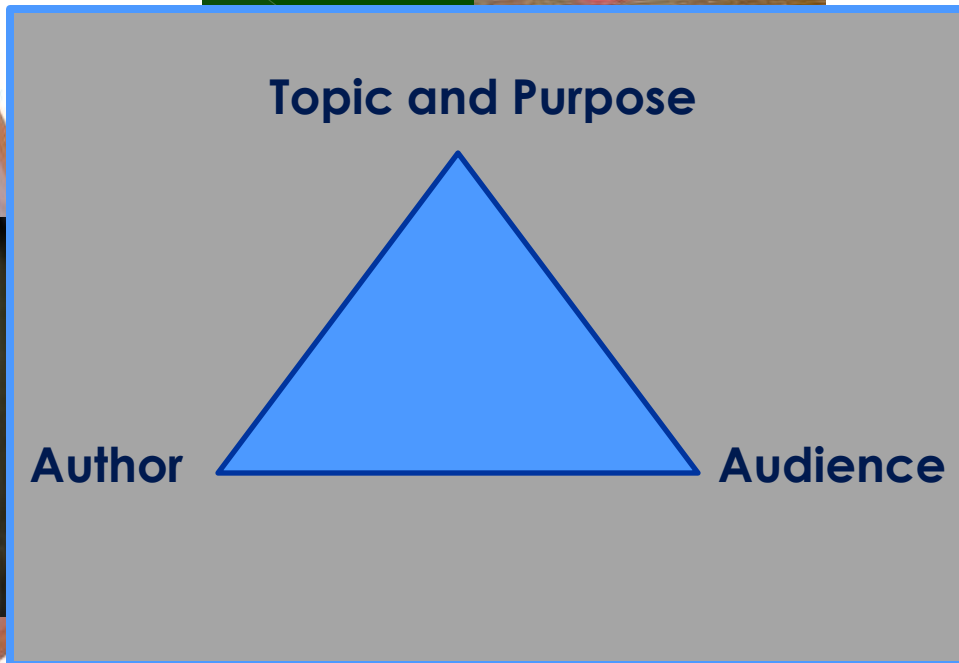
ACME is currently working towards a patent on our process. Our scientists are exploring ways to use the process in cars, houses, airplanes, and almost anything else that needs power. ACME batteries will be refitted with small dihydro-cesium reactors. Once the entire world is powered by ACME's generators,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



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- ◉ **Logos** is an argument based on logic or reason and proof or evidence.
  - ◉ The **ACME Research** page is primarily logos-based because it appeals to the reason of people reading it.



# The Rhetorical Triangle for Readers





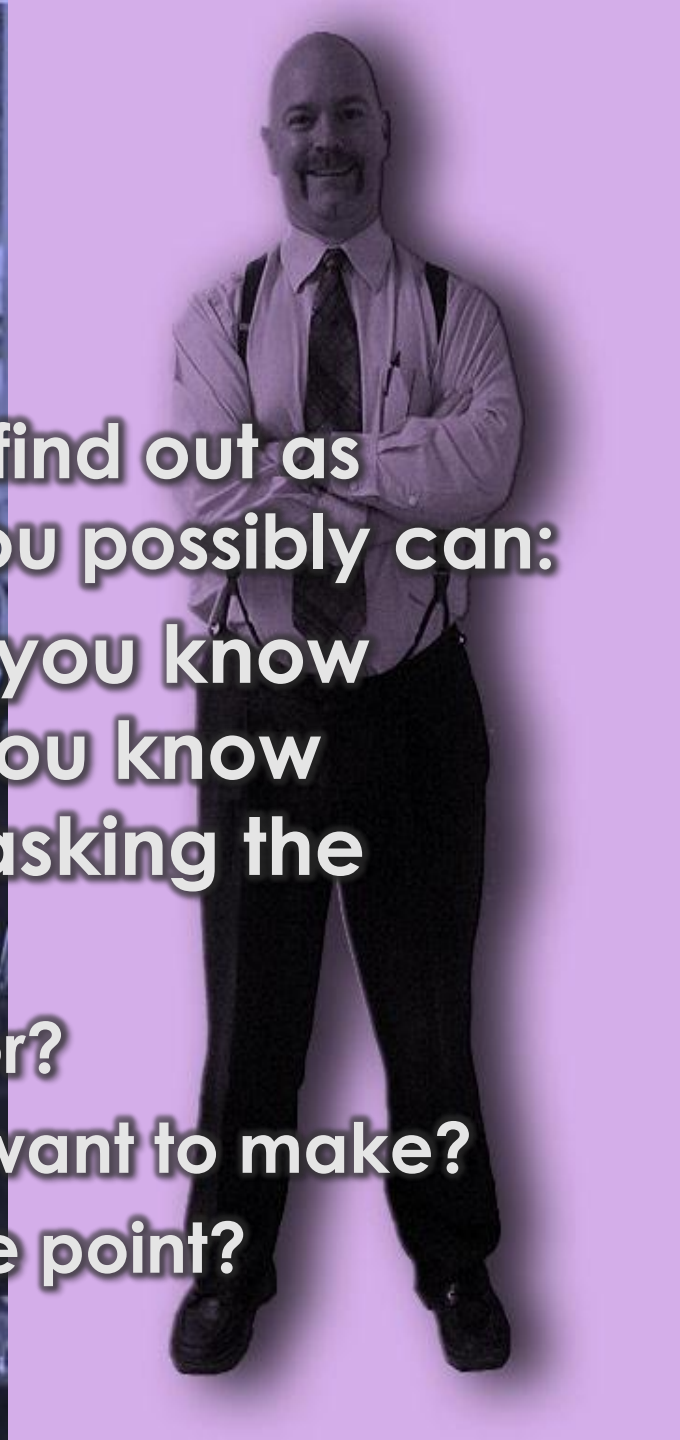
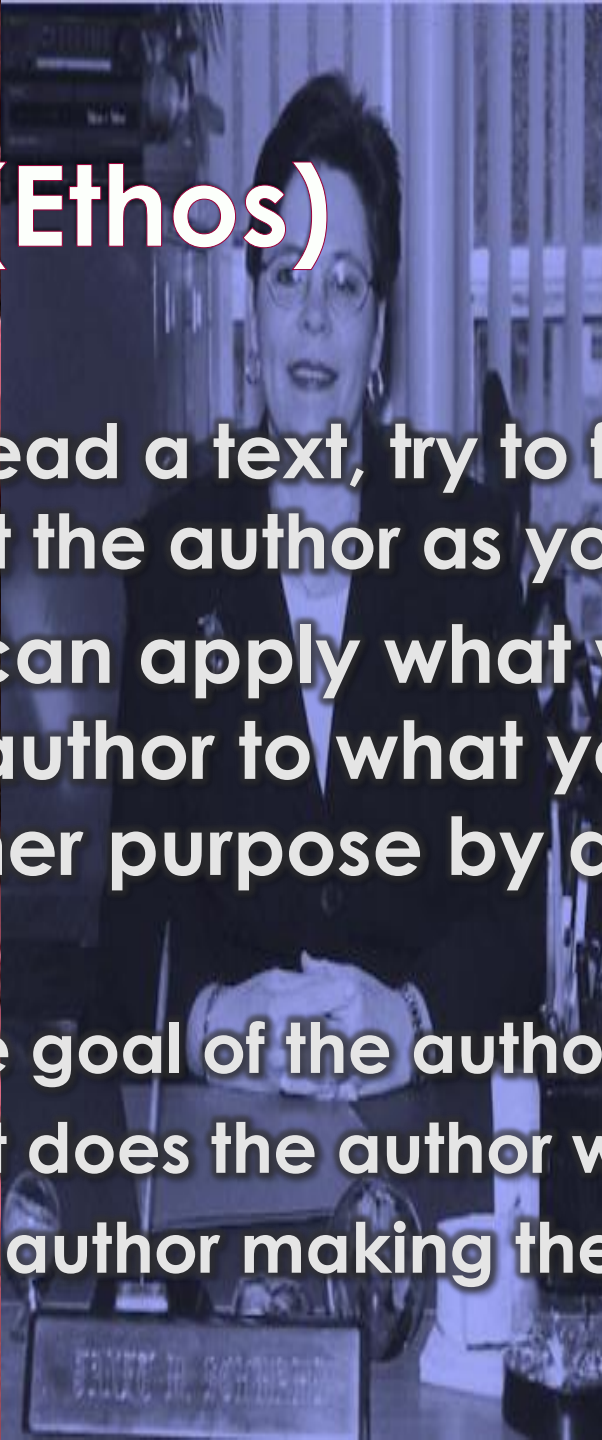
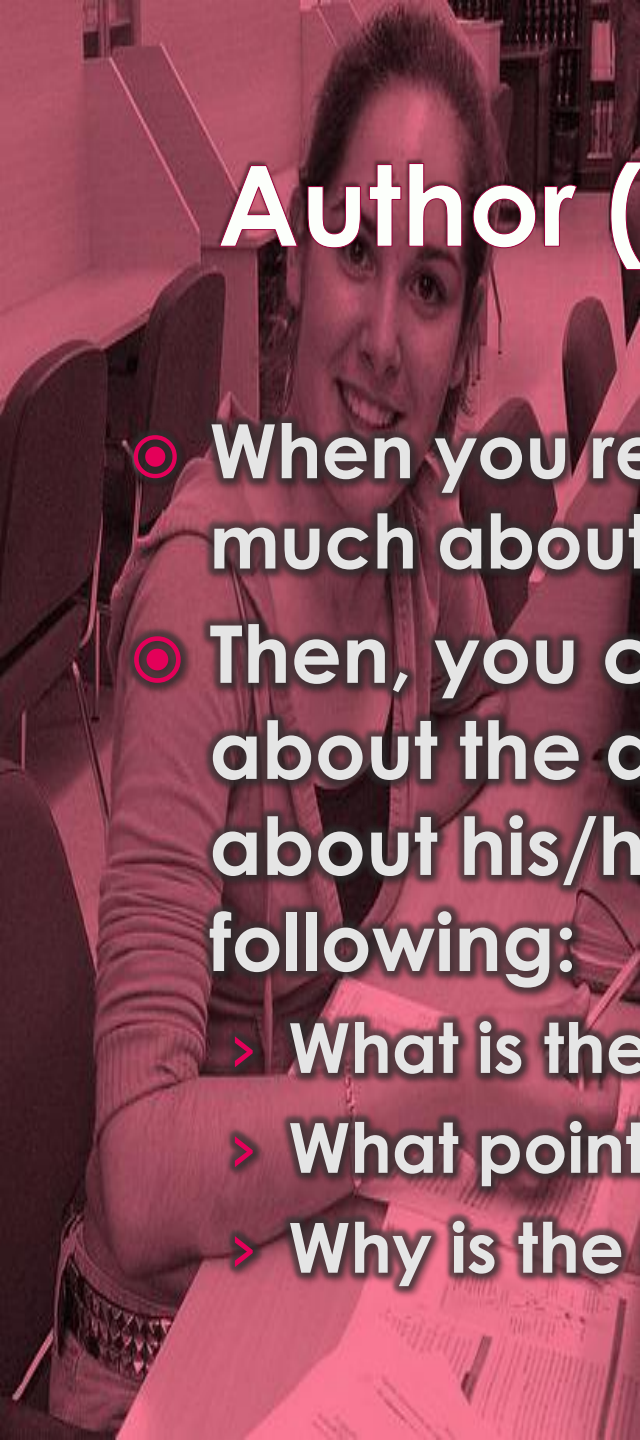
# Topic and Purpose (Logos)

- ◉ When reading, identify what a writer wants from you.
- ◉ Once you have determined the writer's purpose, you can fully understand what the writer is saying about the topic by asking the following:
  - > What claims is the author making about the topic?
  - > What support does the author provide?
  - > What conclusion does the author draw?



# Author (Ethos)

- ◉ When you read a text, try to find out as much about the author as you possibly can:
- ◉ Then, you can apply what you know about the author to what you know about his/her purpose by asking the following:
  - > What is the goal of the author?
  - > What point does the author want to make?
  - > Why is the author making the point?





# Audience (Pathos)

- ◉ Identify the audience based on the following questions:
  - > Why is this audience important to the writer?
  - > What is their interest in the subject?
  - > What do they know about the subject?
- ◉ What are some characteristics of this group?
- ◉ What concerns does this group have?
- ◉ What emotional appeals does the author make on the audience?



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performs standard receivers in sensitivity and durability. Available only in limited quantities, SONY brings it to you today through its advanced research in the epitaxial transistor, so powerful and sensitive it is used only in computers and other advanced electronic equipment—and the new Micro-TV. It would be no exaggeration to say that someday all TV will look like SONY Micro-TV. But why wait for someday? See it today at selected dealers. SONY Micro-TV list \$229.95. Optional battery pack.

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# Pathos (blue)

- ① “limited availability” creates sense of urgency
- ② “Television of the future” and red background make it exciting
- ③ Pathetic appeals don’t have to be overblown or drawn out – sprinkle them in



# Logos (red)

- ⦿ “epitaxial transistor,” “sensitivity and durability,” the item’s weight, etc. gives logical reasons to buy
- ⦿ Weight is shown in picture
- ⦿ Logical arguments are the bulk of the argument
- ⦿ Address opposition subtly

# Ethos (green)

- ⦿ “Put it beside your bed, etc.” creates common ground
- ⦿ “SONY” name is trusted
- ⦿ Picture shows the “beautiful people” want it
- ⦿ Does not degrade competition



# Color Coded Text

- ◎ THIS IS THE TELEVISION OF THE FUTURE. This is the personal set predicted for the decade of the seventies. So light and compact you carry it with you like a book, wherever you go. Put it beside your bed, on your desk at the office, outdoors for picnicking on the patio, in the back of the car or on the boat. It plays anywhere on its own rechargeable battery pack, auto battery, or AC. With a picture so bright and sharp ordinary sets pale by comparison. Weighing only 8 lbs., it is hardly larger than a telephone, yet it outperforms standard receivers in sensitivity and durability. Available only in limited quantities, SONY brings it to you today through its advanced research in the epitaxial transistor, so powerful and sensitive it is used only in computers and other advanced electronic equipment – and the new MicroTV. It would be no exaggeration to say that someday all TV's will look like SONY MicroTV. But why wait for someday? See it today at selected dealers. SONY MicroTV. List \$229.95. Optional battery pack.

# Sequence of Elements

- ◎ Text begins and ends with pathos and ethos
- ◎ Body of text is logos
- ◎ One pathetic appeal in middle to break up dense logical appeal

A. Goldstraw

