

LOOK AROUND YOU — IT'S SO OBVIOUS, YET IT'S BEEN RIGHT UNDER OUR NOSES ALL THIS TIME AND WE NEVER EVEN THOUGHT OF IT! ICE..! YES, THAT'S RIGHT... ICE..! OUR UNLIMITED NATURAL RESOURCE..! SAY AFTER ME: "OUR UNLIMITED NATURAL RESOURCE ..!" VERY GOOD !! NOW IF WE CAN ONLY WORK OUT WHO TO SELL IT TO, WE CAN ALL BE FILTHY RICH !!!



Penguin motivational speakers.

# Rhetoric

*The art of persuasion*

# A Definition

Rhetoric has three *MAGN* participants:

- Audience
- Communicator
- Message

Therefore, we can say that “based on the audience being targeted, a communicator makes specific, deliberate choices to deliver a persuasive message.”

Which of these does not employ rhetoric?

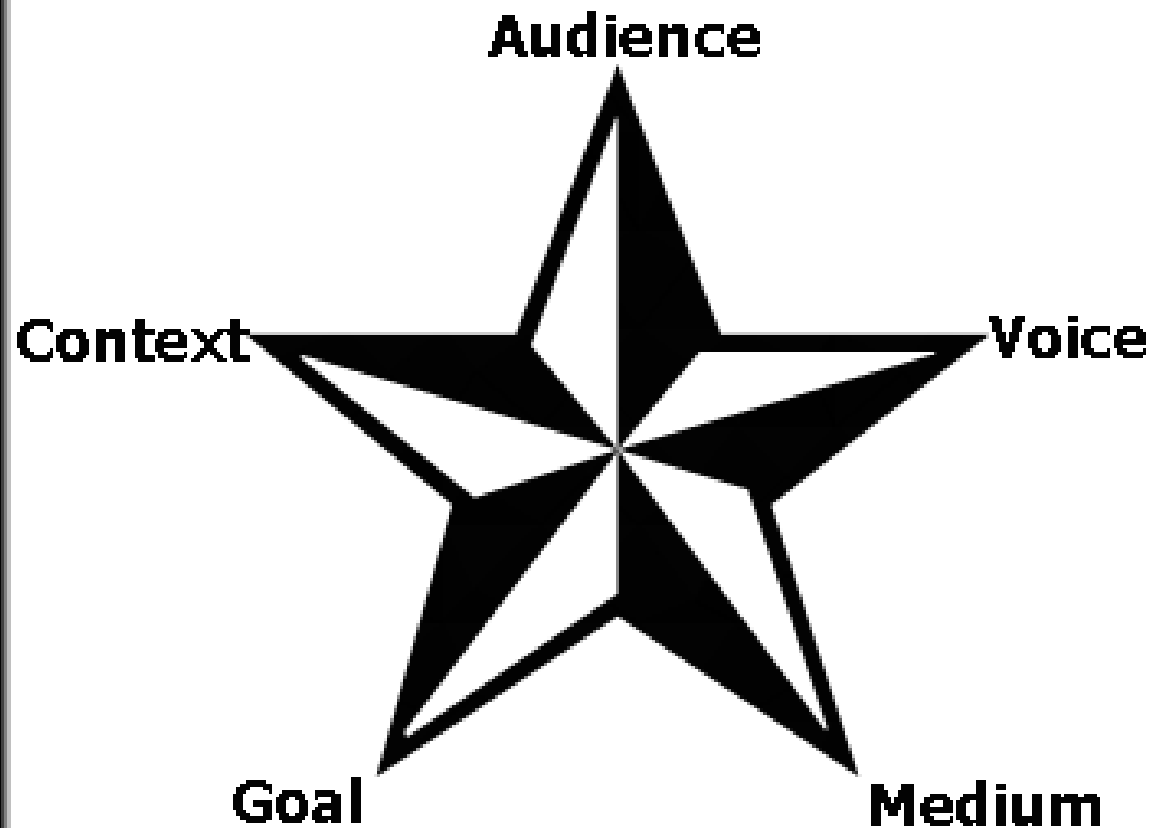


*Everything*

*Is*

*Rhetorical*

# Elements of Rhetoric



# Elements Defined

- **AUDIENCE** - the intended target of the message (aka argument)

Knowing your audience is key in successfully persuading them. You have to shape your argument to fit their age, gender, race, religion, socioeconomic status, political affiliation, etc.

Who is the targeted audience of this message?



The advertisement features the Mr. Clean character, a bald man with a friendly expression, wearing a white t-shirt and having his arms crossed. He is positioned on the right side of the ad. In the top right corner, there is a red banner that says "Mr. Clean CELEBRATING 50 YEARS" with a small Canadian flag below it. On the left side, there are several Mr. Clean cleaning products, including a green bottle, a purple spray bottle, a yellow bottle, and a blue spray bottle. The background is a light blue gradient with some white starburst patterns.

**Good men aren't hard to find.  
Just look in the cleaning aisle.**  
*The other man since 1959.*

Mr. Clean.® Your innovative cleaning expert for 50 years. [theotherman.ca](http://theotherman.ca)

- ✓ gender?
- ✓ age?
- ✓ race?
- ✓ religion?
- ✓ social class?
- ✓ political affiliation?

# Elements Defined

□ **CONTEXT** - the time, place, and events surrounding  
the message

August, 1930 LADIES HOME JOURNAL

**A joyous car for golden summer days**

More are the delights of the Ford Roadster these golden summer days. Short the miles and pleasant because of its short and sprightly performance, its safety and its everything comfort.

And what a joy it is to travel along the way with the top down, the blue sky overhead and the fresh, cool air brushing a rosy glow upon your cheeks! Rare indeed the woman who has not hoped that some day such a car might be hers very own. That dream, long cherished, may now come true. For the Ford Roadster, with all its beauty of line and mechanical excellence, is most conveniently priced. Many months of glorious motoring await your looking.



The New Ford Roadster

1930



TRICE AWARDED THE FASHION ACADEMY GOLD

*A Beauty on the boulevard  
A Bearcat in the brush*

ITS QUIET WHISPERS QUALITY



One look will show you why New York's famed Fashion Academy has chosen Ford as "Fashion Car of the Year" for the second year.

"The Drive" is and you'll know it's in a class by itself for performance on back road or boulevard! You'll thrill on the "test" of the 100-hp V-8 engine on its transition to quality 40-70-in. 3rd! And you can measure the comfort, only after you, in delicate and casual 1000-mile road test... convenience in operation... economical in maintenance... and a high in resale value!

"The Drive" is '30 Ford as your Ford Dealer's today. It's the one fine car... the motor car... of the low-price field.

Test Drive the '30 FORD

SEE, HEAR AND FEEL THE DIFFERENCE

1950

**THE WORLD'S FIRST 365-HP TWIN-TURBO DIRECT-INJECTION V6, FOR MORE INFORMATION, PRESS ACCELERATOR.**

You'll quickly... and we mean quickly... discover that you can have maximum torque in a small, seamlessly fit package all the way from 1,500 to 5,000 RPM. That's EcoBoost<sup>®</sup> technology: A V6 engine with all the potency of a V8. We speak Car. We speak Innovation.

INTRODUCING THE ALL-NEW 365-HP TAURUS SHO



Drive one. fordusa.com



**YOUR OWN PERSONAL TOUR**  
This "tag" allows you to view product demos right on your mobile phone. Simply scan your phone's camera and download the free app of getting the best "tag" to use. Then follow the instructions to create your own tag to use for your next trip. It's that easy! Scan the tag below to get started.

©2010 Ford Motor Company. All rights reserved. Ford, EcoBoost, and the Ford logo are trademarks of Ford Motor Company. All other trademarks are the property of their respective owners.

Current day

# Elements Defined

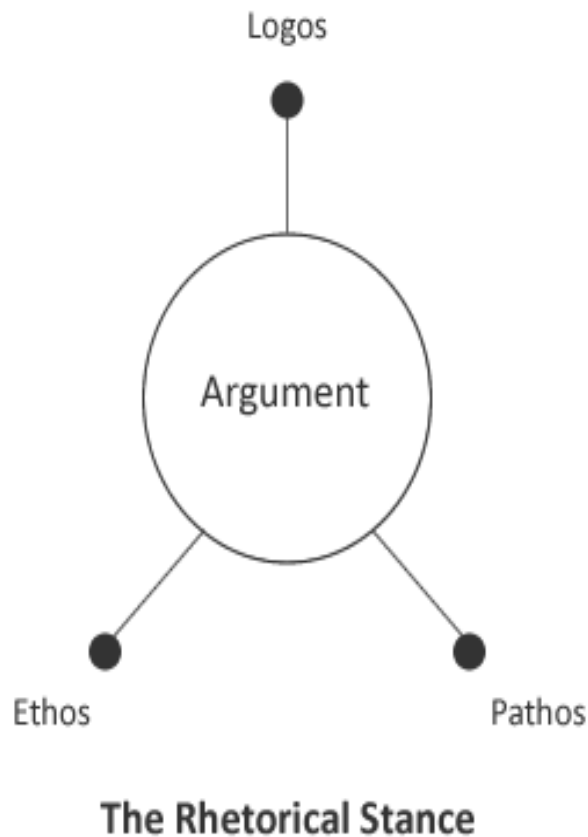
- **VOICE** - a communicator's style, tone, point-of-view, diction, syntax

*This is how you sound to the reader. It is important to make sure your voice isn't turning off your audience.*

# Elements Defined

- *MESSAGE* - the idea you want to convince your audience of - the communicator's desired goal or objective
- *MEDIUM* - the vehicle used to deliver the message (ie. essay, editorial, speech, commercial, print ad, signage, poster, etc.)

# How do you appeal to your audience when building your argument?



□ **ETHOS** - ethical appeal

□ **LOGOS** - logical appeal

□ **PATHOS** - emotional appeal

# Ethical Appeal



- ❑ often referred to as a communicator's credibility
- ❑ an attempt by a communicator to use the persuasive power of his/her own character
- ❑ if you prove that you are sensible, of high moral character, and sincerely interested in the goodwill of your audience, they will be more likely to "buy into" your message
- ❑ often conveyed through the tone and style of a message

# *Which author is more credible?*

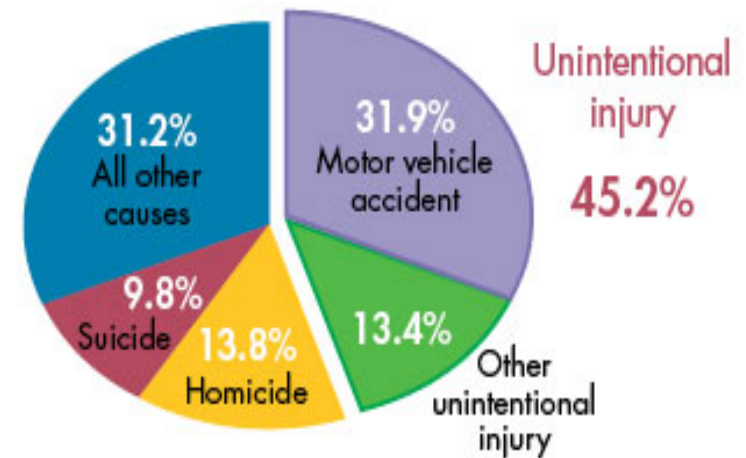
- 1. I think school is stupid.*
- 2. Although I think education is important, based on my experiences in school, much of the current curriculum appears to be unnecessary to my future success.*

# Logical Appeal

□ an attempt to persuade your audience using common sense or concrete facts, statistics, examples

□ for an audience to buy into the message, you have to prove its significance. . . it is not good enough just because you say it

Leading causes of death, ages 10-18



Because of rounding, figures do not add up to 100%.

Source: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention, 2006. Web-based Injury Statistics Query and Reporting System (WISQARS). [www.cdc.gov/ncipc/wisqars](http://www.cdc.gov/ncipc/wisqars)

© National Center for Children in Poverty ([www.nccp.org](http://www.nccp.org))  
Adolescent Violence and Unintentional Injury in the United States:  
Facts for Policymakers

# *Which author employs more effective logical appeal?*

- 1. According to a study conducted by Jennifer Smith and Harvey Little, professors of psychology at Stanford University, teenagers require 9-9.5 hours of sleep every night to be most productive. Therefore, high schools should start mid-morning.*
- 2. Teenagers need more sleep. Therefore, high schools should start mid-morning.*

# Emotional Appeal

- an attempt to persuade your audience by eliciting certain emotions (i.e. humor, sadness, guilt, fear, shock, optimism, etc)
- the most powerful of all the appeals; audiences will often overlook the other two appeals if sucked in by the emotional



Not everyone who gets hit by a drunk driver dies.

Jacqueline Saburido was 20 years old when the car she was riding in was hit by a drunk driver. Today, at 23, she is still working to put her life back together. Learn more at [www.7evs2DM.org](http://www.7evs2DM.org)

**DON'T DRINK & DRIVE** 

© 2007 National Highway Traffic Safety Administration. All rights reserved. Photo by [unreadable]

*What appeal is being employed below?*

*Studies show that students are quieter and better behaved when they are allowed to listen to music, so I think MP3 players should be allowed in class.*

*What appeal is being employed below?*

*Mrs. Buchanan, if I am not homework free tonight, my litter of kittens will have no one to feed them and they most certainly will not survive!*