

Writing Workshop

PERSUASION

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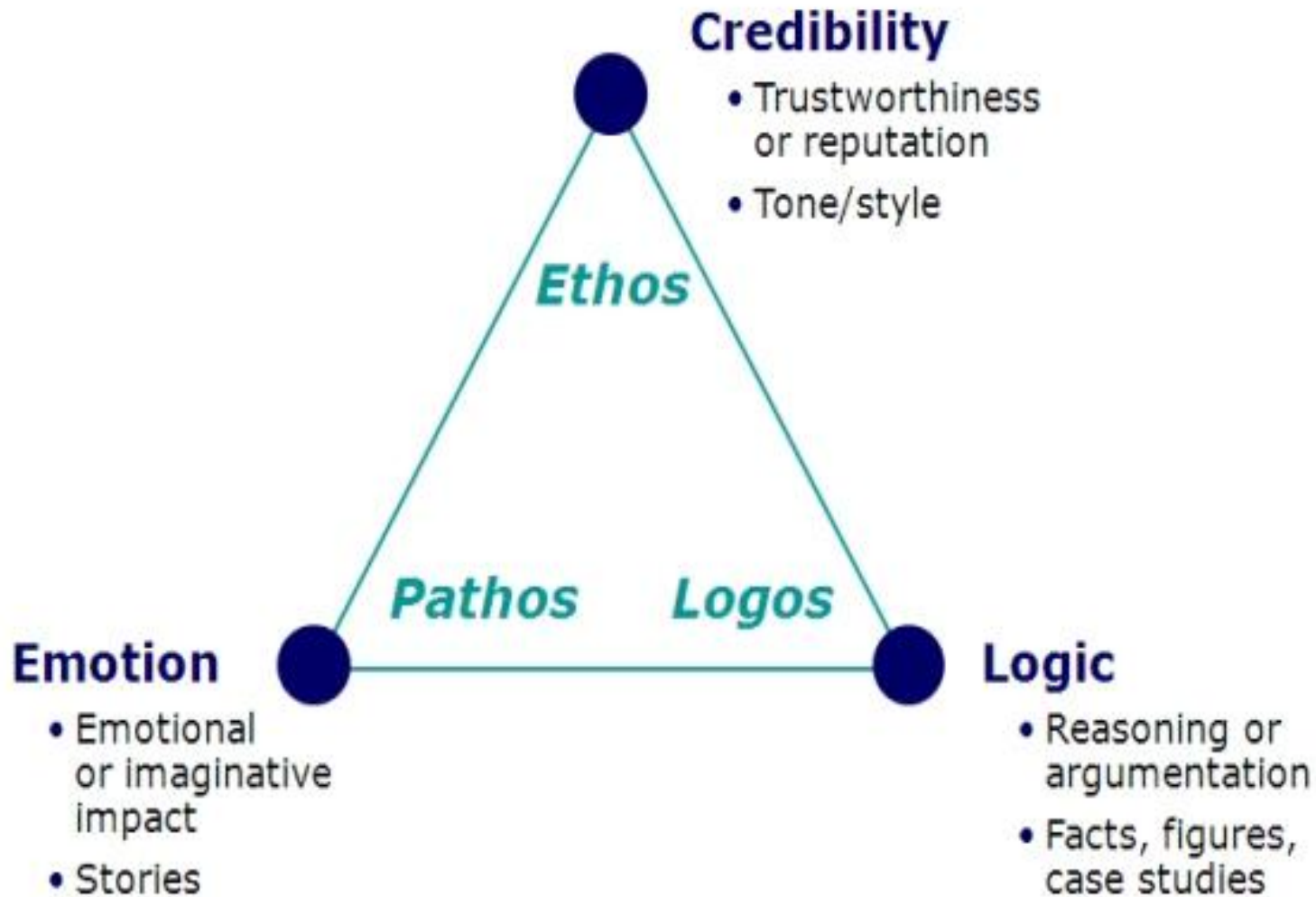
Persuasion is the action of convincing someone to do or believe something.

It is a belief or set of beliefs, especially religious or political ones.

The Modes of Persuasion

Ethos, Pathos, and Logos are modes (types or approaches) of persuasion used to convince audiences.

They are also referred to as the three artistic proofs (Aristotle coined the terms), and are all represented by Greek words.



Ethos

- ⦿ **How can I make the audience trust me?**
- ⦿ Use character, credibility and ethics to persuade
- ⦿ Ethos can be developed by choosing
 - language that is appropriate for the audience and topic
 - proper level of vocabulary
- ⦿ This will allow for making yourself sound fair or unbiased by
 - introducing your expertise or pedigree
 - using correct grammar and syntax

Example

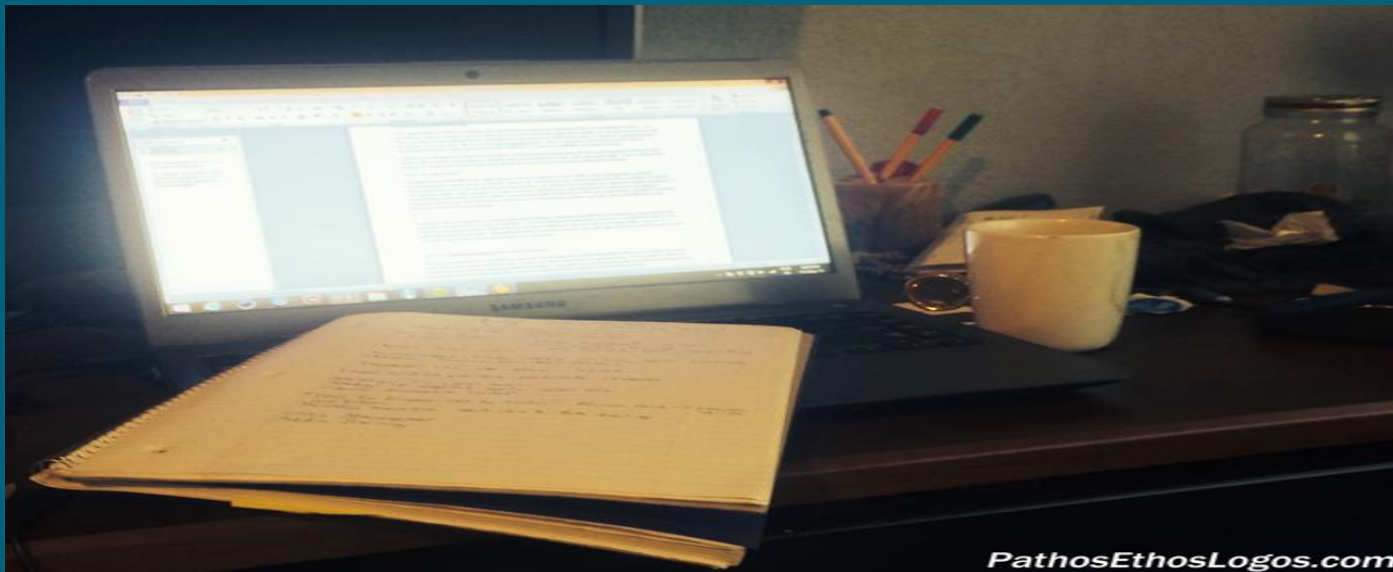
"I will end this war in Iraq responsibly, and finish the fight against al Qaeda and the Taliban in Afghanistan. I will rebuild our military to meet future conflicts. But I will also renew the tough, direct diplomacy that can prevent Iran from obtaining nuclear weapons and curb Russian aggression. I will build new partnerships to defeat the threats of the 21st century: terrorism and nuclear proliferation; poverty and genocide; climate change and disease.

And I will restore our moral standing, so that America is once again that last, best hope for all who are called to the cause of freedom, who long for lives of peace, and who yearn for a better future."

*Democratic Presidential Candidate
Acceptance Speech by Barack Obama.
August 28th, 2008.*

Ethos is Academic Writing

- Ethos in academic writing is further established by adequately structuring the paper's theses and ideas.



Ethos in Advertising

- This Mercedes Benz Ad Utilizes a Celebrity Athlete in Order to Attach a Certain Ethos to its Product



Tennis legend. International superstar.
Daddy.

The all-new, all-purpose 7-passenger GLS.

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 Mercedes-Benz
The best or nothing.

2013 GLS550 shown in Steel Gray metallic paint. May include optional equipment. No spiders, regardless of how advanced, can overcome the laws of physics or correct careless driving. Please always wear your seat belt. Available in dealerships September 2012. ©2012 Mercedes-Benz USA, LLC. For more information, call 1-800-FOR-MERCEDES, or visit MBUSA.com.

Ethos in Public Speaking

- Speakers Must Adapt their Image and Attire for Different Audiences and Events



Pathos

- ⦿ **How can I make the audience feel something?**
- ⦿ Pathos is the Greek word for both “suffering” and “experience.”
- ⦿ The words empathy and pathetic are derived from pathos.
- ⦿ Pathos can be developed by using
 - meaningful language
 - emotional tone
 - emotion evoking examples
 - stories of emotional events
 - implied meanings.

Example:

“The Rangers looked up and saw the enemy soldiers -- at the edge of the cliffs shooting down at them with machine guns and throwing grenades. And the American Rangers began to climb. They shot rope ladders over the face of these cliffs and began to pull themselves up. When one Ranger fell, another would take his place. When one rope was cut, a Ranger would grab another and begin his climb again. They climbed, shot back, and held their footing. Soon, one by one, the Rangers pulled themselves over the top, and in seizing the firm land at the top of these cliffs, they began to seize back the continent of Europe. Two hundred and twenty-five came here. After two days of fighting, only 90 could still bear arms.

Behind me is a memorial that symbolizes the Ranger daggers that were thrust into the top of these cliffs. And before me are the men who put them there.

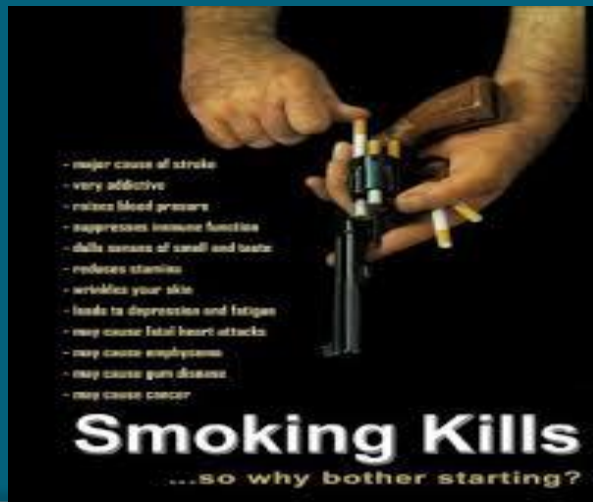
These are the boys of Pointe de Hoc. These are the men who took the cliffs. These are the champions who helped free a continent. These are the heroes who helped end a war.

Gentlemen, I look at you and I think of the words of Stephen Spender's poem. You are men who in your "lives fought for life...and left the vivid air ."

***Ronald Reagan "The Boys of Point Du Hoc"
Normandy France June 6th 1984***

Pathos in Advertisement





Logos

- ⦿ **Do I make sense? Can my audience follow my logic or reason?**
- ⦿ To use logos would be to cite
 - facts and statistics
 - historical and literal analogies
 - citing certain authorities on a subject.
- ⦿ Logos can be developed by using
 - Advanced theoretical or abstract language
 - citing facts (very important)
 - using historical and literal analogies
 - constructing logical arguments.

Example

"However, although private final demand, output, and employment have indeed been growing for more than a year, the pace of that growth recently appears somewhat less vigorous than we expected. Notably, since stabilizing in mid-2009, real household spending in the United States has grown in the range of 1 to 2 percent at annual rates, a relatively modest pace. Households' caution is understandable. Importantly, the painfully slow recovery in the labor market has restrained growth in labor income, raised uncertainty about job security and prospects, and damped confidence.

Also, although consumer credit shows some signs of thawing, responses to our Senior Loan Officer Opinion Survey on Bank Lending Practices suggest that lending standards to households generally remain tight."

The Economic Outlook and Monetary Policy by Ben Bernanke. August 27th, 2010.

Logos in Advertisement

PENNSSTATE

One in Five Women
will be a victim of sexual assault during her college years*

Stand Up, Speak Up
Stop Sexual Violence at Penn State

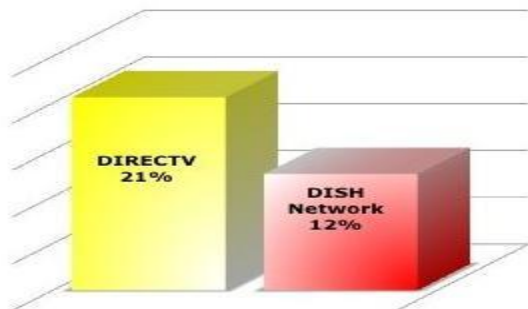
For information and resources on how you can prevent and respond to sexual violence on our campus, visit rockethics.psu.edu/StopSexualViolence

ROCK ethics INSTITUTE

PREVENTING ETHICAL DECISION

*Source: www.psu.edu/rockethics

A "Quality" Experience

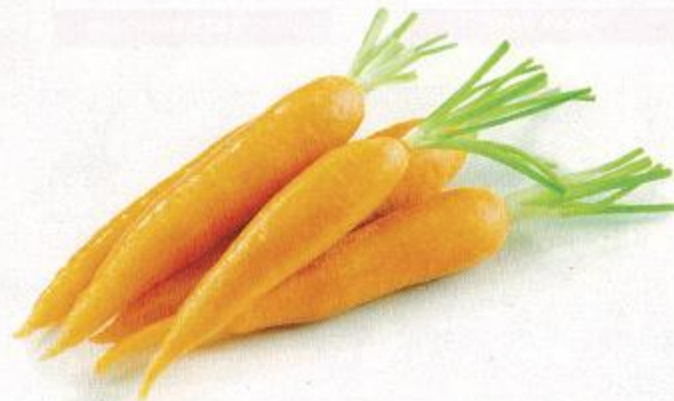


One key difference between marketing from **DIRECTV** and **DISH** is that the former tends to stress the "quality" of the subscriber experience.

Does this really make a difference? Consider this: In the San Francisco DMA – the wealthiest in the nation, **DIRECTV** outdraws **DISH** by nearly two to one.♦

Source: MediaCensus © MediaBiz 2010
The BRIDGE 2010

Let Siskiyou Eye Center do for you what carrots couldn't.



**SISKIYOU
EYE
CENTER**

Too bad all those carrots didn't work. Lucky for you, Siskiyou Eye Center is dedicated to your complete vision health. Whatever your need for eye care, we diagnose and treat you with kindness, care and competency.

We Welcome New Patients!

SiskiyouEye.com | 618 North Main St, Ashland | 541.201.8163

Can we tempt you?

aptus
personnel

Aptus Personnel are a leading recruitment agency specialising in supplying temporary and permanent staff to the Catering, Hospitality and Public sectors. Our talented team are dedicated to matching your needs with those of our discerning clients. We look for enthusiastic, positive and reliable individuals who will enjoy varied work in different locations in Edinburgh and The Lothians.

We are currently looking to recruit:-

- chefs (all levels)
- cooks
- kitchen porters
- waiting/bar staff
- carers
- PSV drivers
- refuse collectors
- road workers

For more information, or to register please contact us.

Tel: 0131 555 3332/553 5024

E-Mail: edinburgh@aptus-personnel.com

Visit: 78 Constitution Street, Edinburgh EH6 6RP

Website: www.aptus-personnel.com

Preferred supplier to The City of Edinburgh Council

Working towards Equal Opportunities



Ethos, Logos, Pathos Activity

Directions: Identify whether each phrase best represents ethos, logos, or pathos. Explain your reason(s) for each answer.

- 1) _____ “60% of the time, it works every time.”-
Anchorman
- 2) _____ By donating only fifty cents a day, you can help give a child clean drinking water.
- 3) _____ “Choosy moms choose Jiff.”-Jiff Peanut Butter Commercial
- 4) _____ The Centers for Disease Control recommends getting a flu vaccine each fall.
- 5) _____ Nearly 25% of all car accidents are caused by drivers using cell phones while driving.

- 6) _____ My coach suggested I cross-train on Sundays to work different muscle groups.
- 7) _____ Since my little brother has to start school before me, I should let him shower first.
- 8) _____ Smoking around kids is dangerous because the defenseless children are exposed to dangerous chemicals that can lead to coughing and difficulty breathing and could even lead to deadly asthma attacks.
- 9) _____ Michael Jordan is better than LeBron James because Jordan won six championships and James has only won two.
- 10) _____ Listerine is recommended most by dental professionals.

Questions? Or Concerns?