

Argumentation and Other Rhetorical Modes

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1



Columbo Investigating

Retrieved from
<https://www.youtube.com/watch?v=pZiv8vkxMac>



July 28, 2015

2

Discussion

- What is Columbo's purpose?
- What kind of questions does he make?
- Does he use paralinguistic strategies?
If so, which?
- Does he achieve his purpose? If so, how?

It's all about... **eliciting or giving information**

- Who- actors, participants, speakers, people
- What- occurrence, event, the happening, situation
- When- moments, specific time, era, seasons
- Where- places, areas, countries, locations
- Why- reasons, explanations, arguments, theories
- How- processes, steps, order, manner

The dilemma: What to write or say ? What to ask? How to ask or say it?



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The Rhetorical Modes

- “Academic writing [speaking] places a high premium on the quality of ideas, evidence and organization - on logical appeals, or *logos*” (Ede, 2008).
- However, emotional appeal (*pathos*), ethical appeal (*ethos*) are also necessary in academia. Since they demonstrate respect for the reader’s concerns and and knowledge of the subject, among other qualities.



Closing Arguments in “A Time to Kill”

Retrieved from
<https://www.youtube.com/watch?v=4InRK8QpC14>



July 28, 2015

7



Examples of the appeals

Pathos

- noun
- a quality that arouses emotions (especially pity or sorrow) • the film captured all the pathos of their situation
syn: poignancy
- a style that has the power to evoke feelings
- ORIGIN: 1668, from *Greek* pathos "suffering, feeling, emotion," related to paskhein "to suffer," and penthos "grief, sorrow."



Pathos in advertisements and cartoons



Disapproval Pain Shame

Retrieved from
<http://weirdocorner.blogspot.com/2009/11/pathos-what-hell-is-it.html>

HELP HAITI NOW.



Solidarity Humanism Compassion

<https://samanthabeen.wordpress.com/visual-communication-course/visual-rhetoric/>

July 28, 2015

12



**I WANT YOU
TO LOVE**

Patriotism Loyalty Responsibility

<https://samanthabeen.files.wordpress.com/2014/03/ethos-patriotic1.jpg>

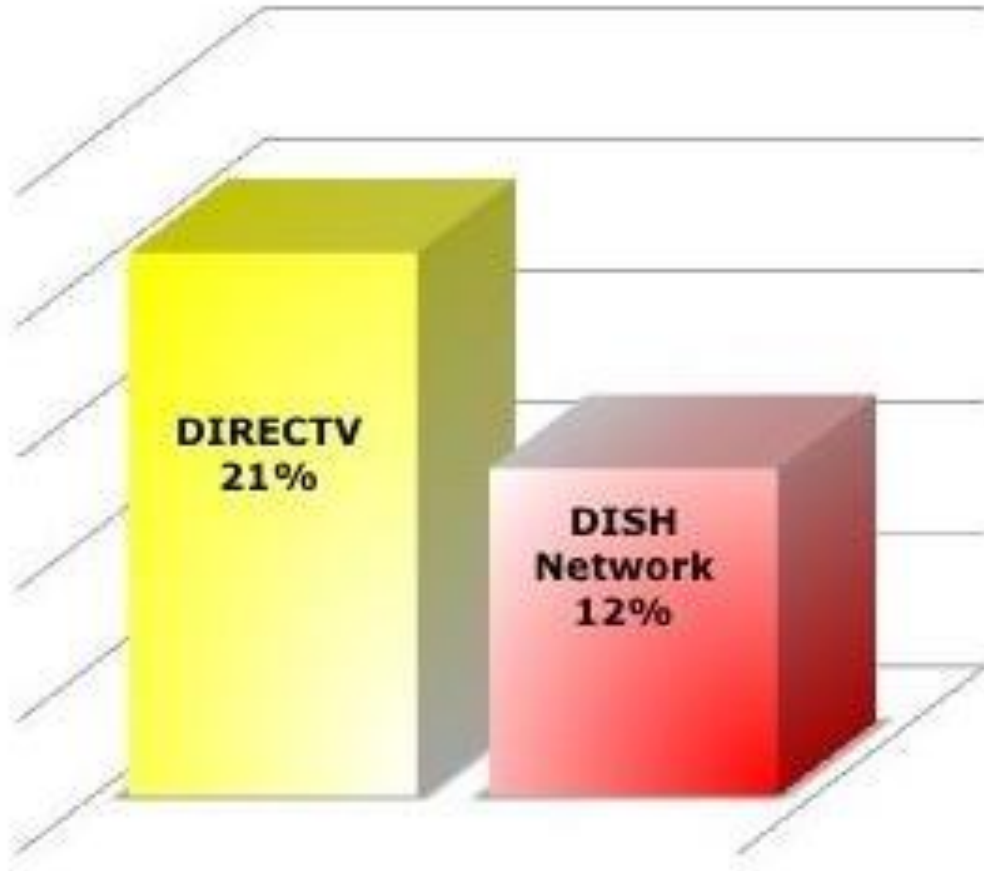
Logos

- noun
- the divine word of God; the second person in the Trinity (incarnate in Jesus)
syn: Son, Word
- ORIGIN: 1587, "second person of the Christian Trinity," from *Greek* logos "word, speech, discourse," also "reason;" used by Neo-Platonists in various metaphysical and theological senses and picked up by N.T. writers.



Logos in reports

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 20
The BRIDGE 20

Competition Quality Facts

Retrieved
from <http://argument.cmswiki.wikispaces.net/Ethos,+Pathos,+Logos>

98% of people click. 35% of road deaths don't.



Statistics

Retrieved from
<http://goodpixgallery.com/examples-of-logos-in-advertising-photos>



Comparability

<http://goodpixgallery.com/examples-of-logos-in-advertising-photos/>

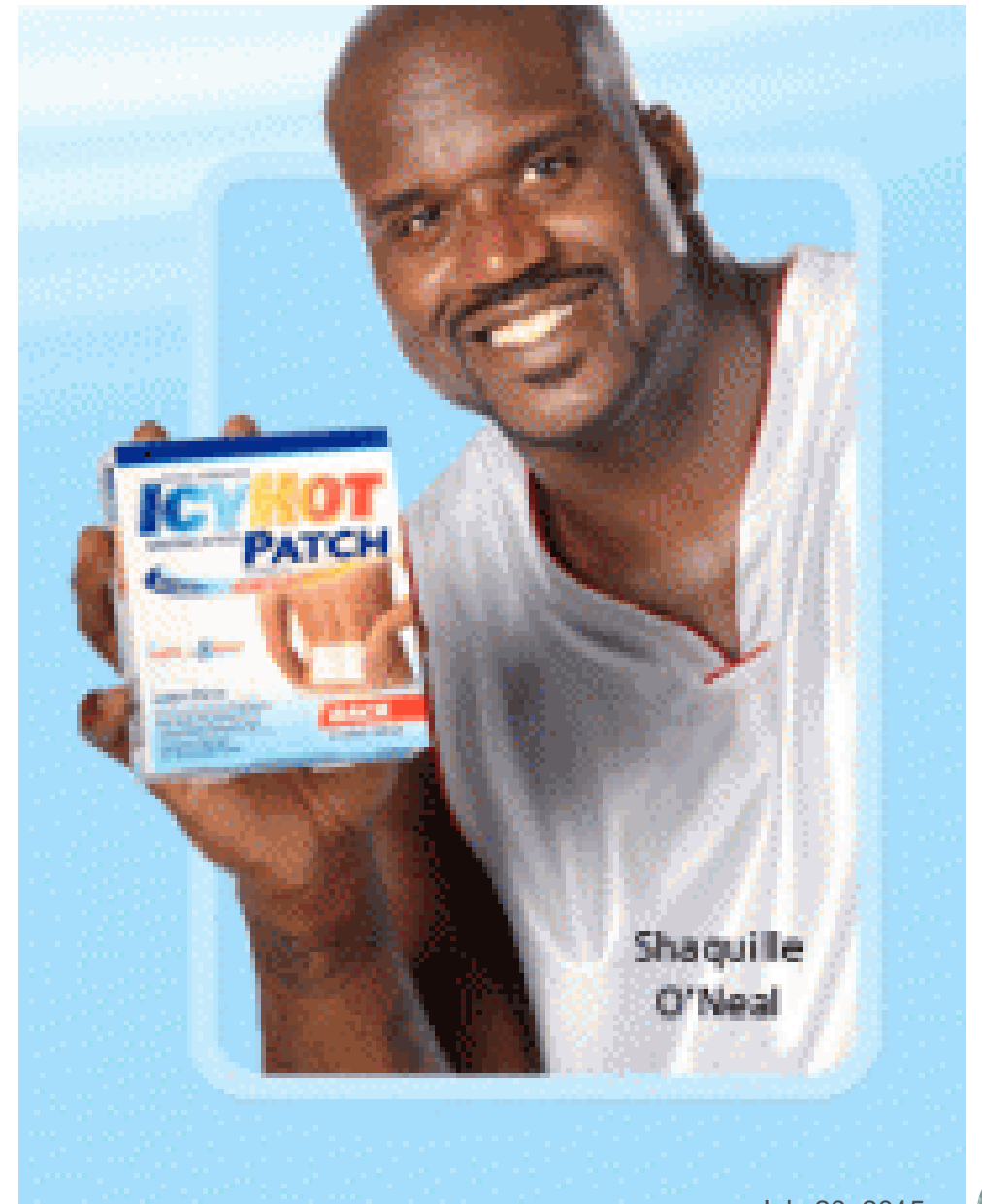
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Ethos

- noun
- (anthropology) the distinctive spirit of a culture or an era • the Greek ethos
- ORIGIN: revived by Palgrave in 1851 from *Greek* ethos "moral character, nature, disposition, habit, custom," an important concept in Aristotle (cf. "Rhetoric" II xii-xiv).

Ethos (credible or ethical appeal)

- means convincing by the character of the author
- we tend to believe people whom we respect
- Goal is to convince people you are someone worth listening → someone who has authority, someone who is likeable or respected



The Rhetorical Triangle

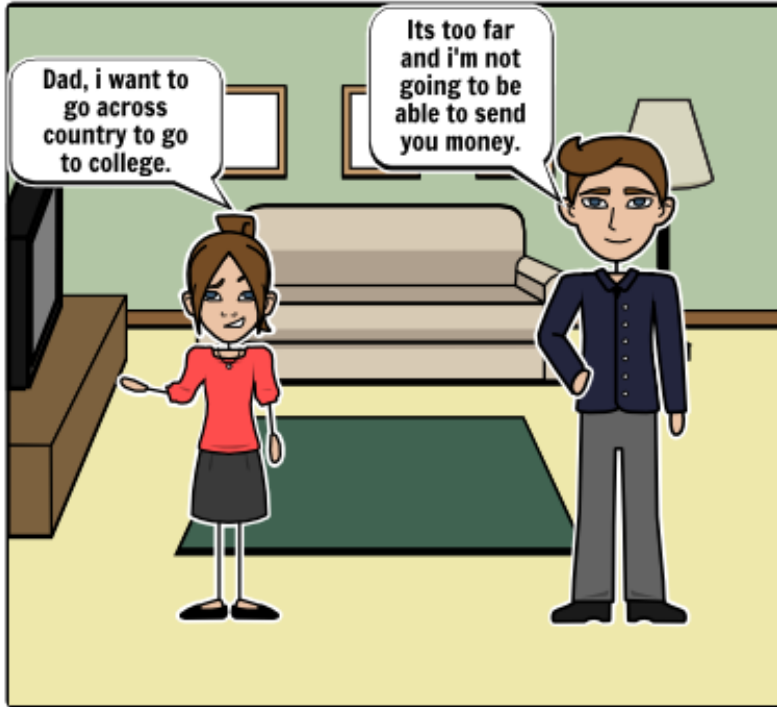


Retrieved from <http://www.pic2fly.com/Ethos+Pathos+Logos+Appeals+Cartoon.html>

Exercise

1. Look at your neighbor on the right and say something using one of the appeals.
2. Look at your neighbor on the left and ask them something which will give you information.
3. Share

Ethos



The person that is using ethos is the father because he is telling her not to go.

Pathos



The person using pathos is the father because he is sad and is going to miss her very much.

Logos



The daughter is using logos to convince her dad and she is giving reasons by using percentage.

. Retrieved from <http://www.storyboardthat.com/userboards/edgaraguilar/rhetorical-appeals>

Exercise

1. Tell an anecdote to a participant.
2. Describe a moment when you believed a writer only to later discover he or she had been dishonest.
3. Share

Writing strategies

- In that sense every essay or written piece will have a combination of writing strategies which will incorporate the rhetorical modes.
- For example- the introduction could be written in narrative style and retell an account of person's life to establish a bond with the reader – anecdote.
- or, a definition or quote could be used to demonstrate the writer's knowledge or the importance of the piece.

Writing strategies

- Throughout the body of the work, descriptive, persuasive, analytic, expository and narrative language will permit the writer not only to establish his or her credibility, responsibility and knowledge, but also to allow for easier readability for the reader.
- Conversely, understanding how the rhetorical appeals operate permits the reader to judge a paper's fallacies or faulty arguments.

What is the argumentative essay?

- The argumentative essay is a genre of writing that requires the [the writer] to investigate a topic; collect, generate, and evaluate evidence; and establish a position on the topic in a concise manner (Baker, J. et al, 2015).

The writing strategies

- Persuasion
- Narration
- Exposition
- Description
- Others...



<http://www.bing.com/images/search?q=book+images&id=160D255F6C7B7BB97C01AB95131AD6713FBC0605&FORM=IQFRBA>



Rhetoric in speaking

The appeals apply



Kimberley Motley: How I defend the rule of law

Paralinguistic features

- Kinesics- movement, eye contact, facial expressions
- Chronemics- use of time
- Proxemics- personal space
- Vocalics –volume, pitch, rate
- Haptics- touch

- Other cultural conventions

Five famous speeches of the 20th Century

- Nelson Mandela
 - Winston Churchill
 - John F Kennedy
 - Ghandi
 - Martin Luther King Jr.
-
- Retrieved from <https://www.youtube.com/watch?v=5110UES-QzE>



Final Comments

Thank you !

34

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from <https://www.youtube.com/watch?v=pZiv8vkxMac>