A matter of trust

OR: THE ART OF SOUNDING TRUSTWORTHY

Essay 1.1: Structural revision

An "author-based" structure

- Introduction
- Background
- Author 1
 - The Rolling Stones take the position that folk music is dead.

Author 2

- Arlo Guthrie, in contrast, thinks folk music will never die.
- Author 3
 - Bob Dylan takes a third path, seeing a place for both folk and electronic music.
- Conclusion

A "position-based" structure

- Introduction
- Background
- Position 1
 - Many people think that since the invention of the electronic guitar, folk music is a thing of the past. For example...
- Position 2
 - O Not everyone agrees. Some people believe that folk music is a form of music that transcends history and technological advances. For example, Arlo Guthrie...
- Position 3
 - Though some people have strong positions for or against folk music, many artists have found ways to work between mediums. Bob Dylan and Nirvana are two example. Bob Dylan says....
- Conclusion

Essay 1.2: Requirements

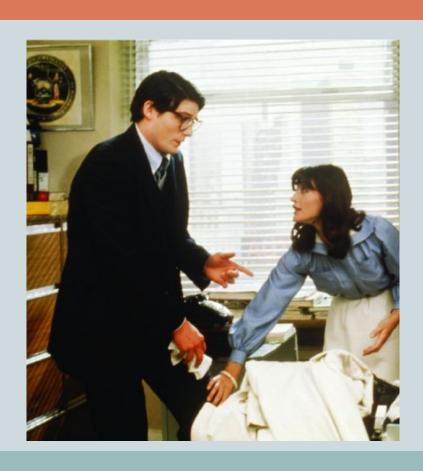
- Your cover page for essay 1.2 should include:
 - Name
 - Date
 - Essay title
 - o Essay subtitle: "Essay 1.2"
 - A brief description of your three revision goals (you can copy from my e-mail).
 - For each revision goal, several sentences describing your efforts to meet your revision goal.
- Grading is based on...

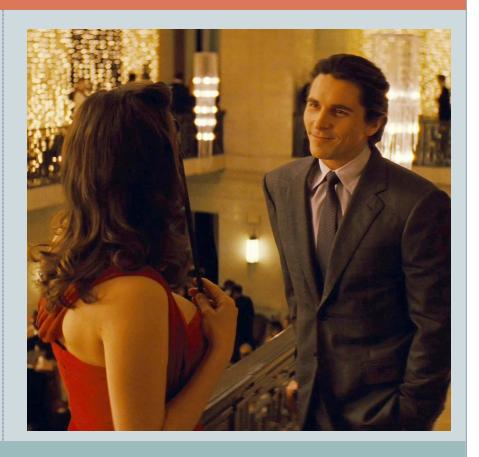
Three Approaches to Rhetorical Analysis

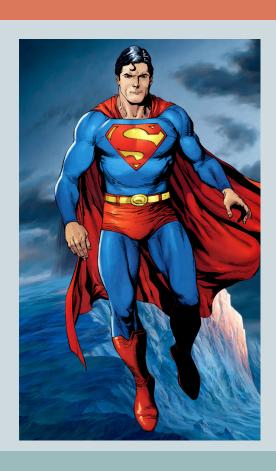
1. TRUST

2.FEELINGS

3.TRUTH

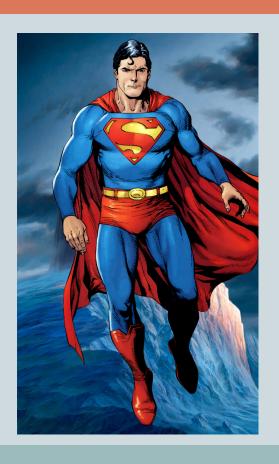








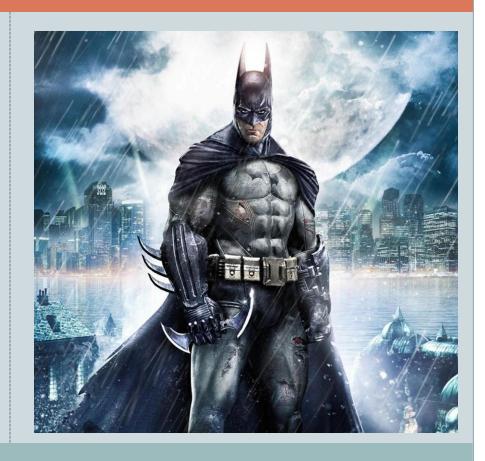
...if you are being held hostage by the Joker/Lex Luther?



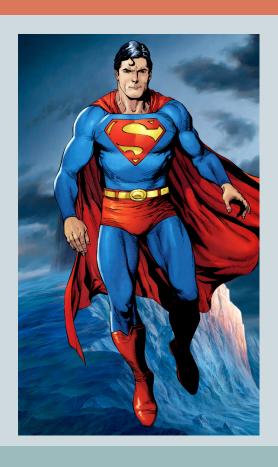


...if you are the Joker/Lex Luther?



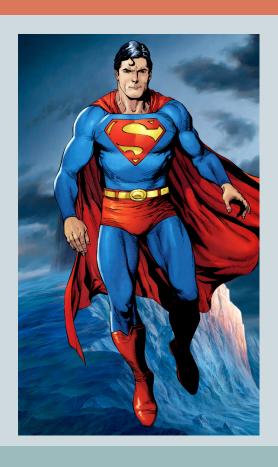


...if you are having a heart attack?





...if you are choosing a new governor?





Establishing Authority

- "Situated ethos": The authority you carry with you
- "Invented ethos": the authority you establish through self-presentation
- Context-specific

• Commonplaces: what everyone in a given community believes without thinking about it