

A matter of truth



OR: THE ART OF SOUNDING REASONABLE

Selecting an article for essay two



- **Finding Persuasive Texts: MOOCs**
 - A blog post, newspaper article, magazine report, etc., arguing for or against MOOCs.
 - A TED talk about the effectiveness of MOOCs, or about the return to the classroom.
 - A news report about MOOCs
 - An advertisement (video or print) for a MOOC
 - An anti-MOOC advertisement for a university
 - A radio show
 - A speech
 - (NOTE: WRITE RS5 NOW)

Three Approaches to Rhetorical Analysis



- 1. TRUST**
- 2. FEELINGS**
- 3. TRUTH**

Review: Ethos & Pathos



Establishing Authority



- “Situated ethos”: The authority you carry with you
- “Invented ethos”: the authority you establish through self-presentation
- **Commonplaces**: what everyone in a given community believes *without thinking about it*

Emotional Persuasion



- **Emotional Keywords:** words that suggest emotional content. Thrilled! Terrified! Saddened! Disappointed!
- **Honorific Language:** Great, wonderful, fabulous, delightful
- **Disparaging Language:** terrible, embarrassing, offensive, stupid
- **Emotional Connections:** Anecdotes, references, images, music

Writing break: Making a Claim



Thesis: Joe Cotten's video persuades people to vote for him by using language, music, and imagery to create an atmosphere of fear.

- Making a claim
 - ✦ Cotten describes his opponents as dangerous pests who need to be stopped.
- Providing evidence for that claim
 - ✦ Cotton refers to democrats as “obamanites,” calling them “political termites.”
- Analyzing a claim
 - ✦ This metaphor suggests that democrats are an invasive species which will destroy governmental infrastructure, leading to collapse. It further suggests that the only solution is extermination – and that Joe Cotten is the best exterminator.
- Connecting to the next claim/evidence.
 - ✦ Cotten further promotes this idea in his description of the elections.

Three Approaches to Rhetorical Analysis



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Analyzing Logos



- Presence of facts: statistics, dates, measures, legal language, etc.
 - What kind of information is being used? Is it valid?
 - Is any key information missing?
- Use of facts: how are facts being used to produce an argument?
 - What are the explicit premises of the argument? Are they sound?
What are the implicit premises of the argument? Are they sound?
 - What is the conclusion of the argument? Is it sound?

Analyzing Logic: A basic argument



- Modus Ponens: You're going to die.
 - (“Every man is mortal; Socrates is a man; therefore, Socrates is mortal”)
 - ✦ Every man is mortal
 - ✦ Socrates is a man
 - ✦ Therefore, Socrates is mortal

Analyzing Logic: More Basic Arguments



- We cannot trust this man, for he has perjured himself in the past.
 - Those who perjure themselves cannot be trusted. (Major premise – omitted)
 - This man has perjured himself in the past. (Minor premise – stated)
 - This man is not to be trusted. (Conclusion - stated)
- In logic:
 - Forall x . $[P(x) \rightarrow \sim T(x)]$
 - $P(m)$
 - Therefore, $\sim T(x)$
- Brigham Young!

Texas Voter ID Laws



- Texas Attorney General Terry Branch:
 - <http://youtu.be/hnmvnk2UXVo>
- Sandra Watts and the Texas Voter ID Laws Controversy
 - <http://youtu.be/PPQsJKpZKCM>
- Rick Perry Rebuttal to the DOJ concerns
 - <http://video.foxnews.com/v/2625289022001/gov-perry-on-doj-plan-to-sue-texas-over-voter-id-law/>

Analyzing Logos: Writing Practice



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Daily Recap



LOGICAL APPEALS

THE ART OF SOUNDING REASONABLE

USE OF FACTS AS EVIDENCE

**USE OF EVIDENCE TO CONSTRUCT LOGICAL
CLAIMS**

WRITING ABOUT LOGIC

CLAIM

EVIDENCE

ANALYSIS

CLAIM...