

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
 - 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
 - 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**

Who do you trust more?



Who do you trust more?



Who do you trust more?



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



Who do you trust more?



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



Who do you trust more?



...if you are having a heart attack?



Who do you trust more?



...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*