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
- o (NOTE: WRITE RS5 NOW)

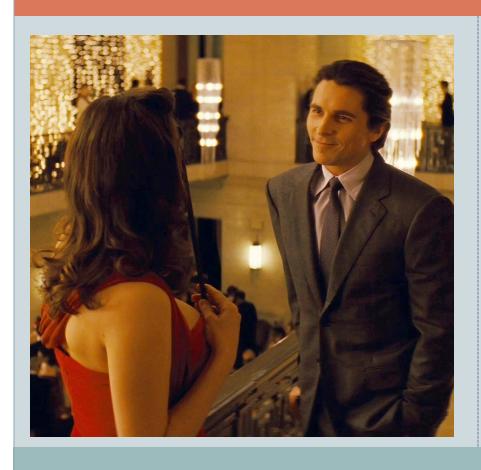
Three Approaches to Rhetorical Analysis

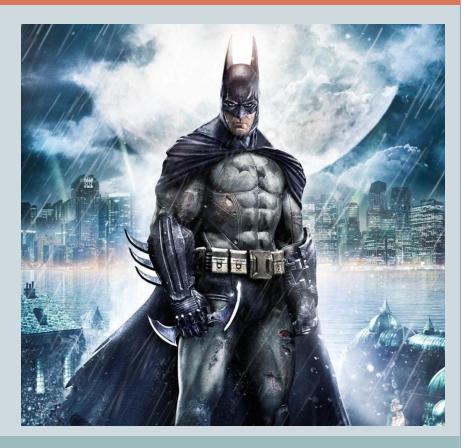
1. TRUST

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

1. TRUST

2.FEELINGS

3.TRUTH

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:
 - \circ Forall x . [P(x) -> \sim T(x)]
 - o P(m)
 - \circ Therefore, \sim T(x)
- Brigham Young!

Texas Voter ID Laws

- Texas Attorney General Dan Branch:
 - o http://youtu.be/hnmvnk2UXVo
- Sandra Watts and the Texas Voter ID Laws Controversy
 - o http://youtu.be/PPQsJKpZKCM
- Rick Perry Rebuttal to the DOJ concerns
 - http://video.foxnews.com/v/2625289022001/gov-perry-ondoj-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...