

# A matter of feelings



**OR: THE ART OF CREATING PERSUASIVE  
EMOTIONS**

# Writing break: Verbs of Attribution



## Problems of repetition...

“Lara Pellegrinelli also writes that...”

“Thomas Ricks writes about...”

“Suzan York... writes about...”

## And of meaning...

“He reasons why...”

“He expressed...”

## Some alternative terms:

- Addresses, discusses, describes, illustrates,
- Alleges, argues, claims, declares, reveals, shows, suggests, concludes
- Proposes, hypothesizes, speculates
- Agrees, concurs
- Disagrees, disputes, denies

(see: <http://personal.crocodoc.com/YyUDwdO>)

# Three Approaches to Rhetorical Analysis



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

# Writing exercise: getting in the door



# 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*

# Three Approaches to Rhetorical Analysis



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# The Texas Department of Agriculture



## Consumer Protection:

- Regulates all fuel pumps in Texas to ensure drivers get the correct quality and amount of fuel
- Regulates all weights and measures devices, such as grocery store scales and retail price scanners, to ensure consumers are charged advertised prices
- Regulates pesticide use and application from residential to commercial use
- Certifies organically-produced products to help ensure consumers have a reliable supply of organic products

## Production Agriculture:

- Protects agricultural crops, such as citrus and cotton, from harmful pests and diseases
- Facilitates trade and market development of agricultural commodities ranging from livestock to crops to ensure Texas remains the nation's leader in the production of cattle, cotton, hay, sheep, wool, goats, mohair and horses
- Provides financial assistance to farmers and ranchers in the form of loan guarantees, interest rate reductions and even grants for young farmers
- Administers grant funds for agricultural research to develop new technologies
- Advocates for policies at the federal, state, and local level that are beneficial to the \$106 billion agriculture sector, which comprises 10% of the Texas economy
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## Healthy Living:

- Administers the National School Lunch and Breakfast programs for Texas school children
- Fights obesity in Texas through a statewide campaign highlighting the 3E's of Healthy Living - Education, Exercise and Eating Right
- Administers assistance to feed the hungry through the Texans Feeding Texans initiative

## Economic Development:

- Provides tools for communities to attract businesses and pursue other economic development opportunities
- Offers infrastructure grants to rural communities
- Leads in the development of statewide broadband services
- Administers the Certified Retirement Community program to attract retirees to the second leading retirement state in the U.S.
- Markets Texas products, cultures and communities through the GO TEXAN branded campaign
- (<http://www.texasagriculture.gov/>)

# ...More about Texas Agriculture



- Texas leads the nation in cattle, cotton, hay, sheep and wool, and goats and mohair production.
- Texas leads the nation in number of farms and ranches, with 247,500 farms and ranches covering 130.4 million acres.
- Texas also leads the nation in value of farm real estate.
- Rural lands, including privately owned forest, total 144 million acres, 86% of the state's total land area.
- 12% of Texas' population resides in rural areas.
- 1 of every 7 working Texans (14%) is in an agriculture-related job.
- 98.5% of Texas farms and ranches are family farms, partnerships or family-held corporations.
- The average age of Texas farmers and ranchers is 57 years.
- The economic impact of the food and fiber sector totals more than \$100 billion annually.
- Agricultural cash receipts, including timber, average \$20 billion annually.
- Top 10 commodities in terms of cash receipts in 2012:
  - Cattle, \$10.5 billion
  - Cotton, \$2.2 billion
  - Milk, \$1.8 billion
  - Broilers, \$1.7 billion
  - Greenhouse & nursery, \$1.3 billion
  - Corn, \$1.2 billion
  - Grain Sorghum, \$594 million
  - Wheat, \$538 million
  - Vegetables, \$439 million
  - Eggs, \$439 million
- Agricultural exports to foreign countries totaled nearly than \$8 billion in 2011.
- Texas ranks # 4 overall in agricultural exports behind California, Iowa and Illinois.
- (<http://www.texasagriculture.gov/>)



# Meet the Republican Candidates for Ag Commissioner (an appeal to ethos)



## My Opponents

### Allen Carnes

Mr. Carnes has a past history as a Democratic Party supporter. Is this someone you can trust?

### Tommy Merritt

Mr. Merritt's own district voted him out of office in his last election. Is this someone you can trust?

### Sid Miller

Mr. Miller is accused of making loans to his campaigns and charging interest, in violation of State Elections Laws. On one of his \$10,000 loans he paid himself back more than \$31,000. He has also been accused of potential discrepancy in his report concerning stock purchases. Is this someone you can trust?

### Eric Opiela

Mr. Opiela has loaned his campaign over ONE MILLION DOLLARS. Who do you think is going to pay him back if elected? Yes, big business, big government, and big agriculture. Is this someone you can trust?

Source: The Southwest Farm Press. Feb. 18, 2014; Dallas Morning News. Dec. 16, 2013; Dallas Morning News. Feb. 10, 2013

# Analyzing Emotions



- What emotions are being evoked, and why?
  - **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

# Meet Sid Miller



[Home](#) [About](#) [Issues](#) [Endorsements](#) [News](#) [Take Action](#) [Donate](#)

## About Sid

State Representative Sid Miller is a recognized as one of the state's most dynamic and effective conservative leaders.

### ★ A True Rural Texan

Sid Miller earns his living from the land raising crops, cattle, horses, and trees. [Read More »](#)

### ★ Trusted Defender of the 2nd Amendment

Sid Miller has a proven record of defending our right to keep and bear arms. That is why he has been endorsed by Americans for Gun Rights. [Read More »](#)

### ★ Proven Pro-Life Leader

He was the author of the historic Sonogram bill, which, since being signed into law, has saved the lives of more than 8,000 unborn babies. As State Legislator, he stripped \$21 million dollars from Planned Parenthood and the abortion industry. In his race for Agriculture Commissioner, he has earned the endorsement of TEXAS RIGHT TO LIFE which named Miller PRO-LIFE LEGISLATOR OF THE YEAR for his ardent defense of all human life. [Read More »](#)

### ★ Conservative Leader in the Legislature

After defeating a liberal Democrat incumbent, Sid Miller was consistently ranked as one of the most conservative lawmakers in Texas based upon his voting record during his six terms in the Texas House. [Read More »](#)

### ★ Fiscal Conservative and Taxpayer Champion

Sid was named a TAXPAYER CHAMPION by TEXANS FOR FISCAL RESPONSIBILITY for his efforts to defend taxpayers, lower taxes, and decrease the size and scope of state government. [Read More »](#)

### ★ Conservative Constitutionalist



<http://www.millerfortexas.com/>

# Meet Joe Cotten



<http://youtu.be/AfcdCpuoTWA>

# Meet J. Allen Carnes



<https://jcarnesfortexas.com/>

# Daily Recap



***ETHICAL APPEALS:***  
***THE ART OF SOUNDING TRUSTWORTHY***  
**SITUATED & INVENTED**  
**COMMONPLACES**

***EMOTIONAL APPEALS:***  
***THE ART OF PRODUCING EMOTIONS***  
**EMOTIONAL KEYWORDS,**  
**DISPARAGING/HONORIFIC LANGUAGE,**  
**EMOTIONAL CONNECTION**

***ANALYSIS***  
**THE DETAILED EXAMINATION OF THE ELEMENTS**  
**OR STRUCTURE OF SOMETHING, TYPICALLY AS A**  
**BASIS FOR INTERPRETATION.**