Establishing trust: **situated ethos**

**About TED:**

TED is a nonprofit devoted to Ideas Worth Spreading. It started out in 1984 as a conference bringing together people from three worlds: **Technology, Entertainment, Design.** Since then its scope has become ever broader. Along with two annual conferences -- the TED Conference and TEDGlobal -- TED includes the award-winning TED Talks video site, the Open Translation Project and TED Conversations, the inspiring TED Fellows and TEDx programs, and the annual TED Prize.

**Biography 1**

Rachel Botsman is the co-author, with Roo Rogers, of the book What's Mine Is Yours: The Rise of Collaborative Consumption, and she writes, consults and speaks on the power of collaboration and sharing through network technologies, and on how it will transform business, consumerism and the way we live. Her new work focuses on trust and reputation capital.

She is the founder of The Collaborative Lab, an innovation incubator that works with startups, big businesses and local governments to deliver innovative solutions based on the ideas of Collaborative Consumption. She has consulted to Fortune 500 companies and leading nonprofit organizations around the world on brand and innovation strategy, and was a former director at the William J. Clinton Foundation.

**Biography 2**

Fascinated by the leaders who make impact in the world, companies and politicians with the capacity to inspire, Simon Sinek has discovered some remarkable patterns in how they think, act and communicate. He wrote Start With Why: How Great Leaders Inspire Everyone to Take Action to explore his idea of the Golden Circle, what he calls "a naturally occurring pattern, grounded in the biology of human decision making, that explains why we are inspired by some people, leaders, messages and organizations over others." His newest work explores "circles of safety," exploring how to enhance feelings of trust and confidence in making bold decisions. It's the subject of his latest book, Leaders Eat Last.

An ethnographer by training, Sinek is an adjunct of the RAND Corporation. He writes and comments regularly for major publications and teaches graduate-level strategic communications at Columbia University.

**Biography 3**

Philosopher Baroness Onora O'Neill thinks we are perverting trust. Considering how much stock we put into trust and assessing trusting attitudes, it's something we don't really understand, argues O'Neill. What we really need, she says, is not trust -- but trustworthiness. In addition to her study of how we (wrongly) approach trust and accountability in civic life, O'Neill also focuses on bioethics and international justice.

O'Neill's most recent book, co-written with Neil Manson is Rethinking Informed Consent in Bioethics, published in 2007. She was Principal of Newnham College, a college of the University of Cambridge, from 1992 to 2006, and President of the British Academy from 2005 to 2009. In early 2013 O'Neill was confirmed as the new Chair of England's Equality and Human Rights Commission. She is a crossbench member of the House of Lords.

Graphic Organizer: **Analyzing Appeals to Ethos**

(from Hixenbaugh 2013)

As you read, collect your thoughts in the table below. You may not need every box. Or you may need more.

|  |  |
| --- | --- |
| **1. What is the author’s intended audience? What clues in the text help you determine this?** | |
| Intended audience: | |
| Clue #1: | Clue #3: |
| Clue #2: | Clue #4: |

|  |  |
| --- | --- |
| **2. Situated Ethos.** When does the author draw on his or her reputation within the community? What aspects of the author’s character would the audience know without them having to be specified? | |
| Specific examples |  |
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| **3. Invented Ethos.** How does the author portray his- or herself as intelligent and informed, as having a strong moral character, and as showing goodwill to his or her audience? | |
| Specific examples | Would the intended audience respond positively to this? Why or why not? |
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Now, the fun part! Write a short essay (100-200 words) analyzing the author’s appeals to ethos. Be sure to identify the author’s intended audience, examples of appeals to his or her situated or invented ethos, and an explanation of whether or not those appeals would be effective with the intended audience.

Do not feel pressured to repeat all of the information you have captured on this paper. Spend your time exploring the appeals you consider most prominent, and make sure you analyze them completely.

**Greg Abbott**

He is one of the nation’s leading advocates for stopping the federal overreach of the Obama Administration, a defender of the Constitution, and a conservative to the core: Texas Attorney General Greg Abbott.

Few leaders have amassed a record of defending state sovereignty like Greg Abbott. Abbott has filed more than two dozen lawsuits against the Obama Administration. He has taken on burdensome EPA regulations and succeeded. He fought ObamaCare all the way to the United States Supreme Court. He has stood on the solid ground of the 10th Amendment to protect local classrooms, and individual freedom.

A husband and father, Greg Abbott understands the importance of preserving Constitutional, traditional values – like faith, family and freedom for future generations. That’s why as the state’s chief law enforcement official, Abbott has made protecting children, families and values the focus of his administration.

Shortly after taking office, Attorney General Abbott established a Cyber Crimes Unit to arrest criminals who use the Internet to prey upon children; a Fugitive Unit to arrest convicted sex offenders who violate their parole; and an expanded Medicaid Fraud Control Unit to crack down on elder abuse and waste of taxpayer dollars. Since taking office, General Abbott has collected more than $28 billion in child support for Texas children.

Attorney General Abbott believes there is no higher power than God, and in March 2005 he personally appeared before the United States Supreme Court, where he successfully defended the constitutionality of the Ten Commandments display that adorns the Texas Capitol grounds.

Greg Abbott was reelected as the 50th Attorney General of Texas on November 2, 2010. Prior to his election to three terms as Attorney General, Greg Abbott served as a Justice on the Texas Supreme Court and as a State District Judge in Harris County.

A native Texan, Attorney General Abbott was born in Wichita Falls and raised in Duncanville. After graduating from The University of Texas with a B.B.A. in Finance, he received his law degree from Vanderbilt University. Shortly after graduating from law school, he was partially paralyzed by a falling tree while jogging. He and his wife, Cecilia, a former school teacher and principal, have been married for 31 years. They live in Austin with their daughter, Audrey. He is an avid sportsman and hunter.

Greg Abbott: defender of the Constitution, protector of our rights, and vocal conservative who stands on the foundation of law.

* See more at: <http://www.gregabbott.com/bio/#sthash.55rDYtzL.dpuf>

**Wendy Davis**

**A Texas Story**

Like any true Texan, Wendy Davis has taken on her share of tough fights.

Raised by a single mother, Wendy began working after school at age 14 to help support her mom and three siblings. By 19, she was on her way to becoming a single mother, working two jobs just to make ends meet.

Knowing that education was the only path to creating a better life for her young daughter, Wendy enrolled at Tarrant County Community College. After two years, she transferred to Texas Christian University. With the help of academic scholarships, student loans, and state and federal grants, Wendy became the first person in her family to earn a bachelor’s degree, graduated first in her class, and went on to Harvard Law School.

**Committed to Public Service**

After graduating with honors from Harvard Law, Wendy helped grow a successful business in Fort Worth and served nine years on the Fort Worth City Council, where she was recognized as a leader on economic development issues. As chair of the City’s Economic Development Committee, Wendy helped create numerous public-private partnerships and successfully helped bring thousands of new jobs to Tarrant County.

Wendy was elected to the Texas Senate in 2008, defeating a longtime incumbent in a race widely considered one of the biggest upsets in Texas politics in recent years.

**A Record of Strength**

In 2011, Senator Davis stood up and filibustered a budget that slashed over $5 billion from our public schools. And Wendy’s leadership in the legislature was instrumental in getting a majority of that funding restored to the budget in 2013.

Wendy believes our children deserve access to a world-class education. She believes that improving Texas education can create jobs and keep Texas on top. She continues to work on improving public schools by reducing the number of standardized tests given to students and negotiating the first cost-of-living increase for retired teachers in more than a decade.

Wendy Davis has also pushed for and supported policies that would create jobs for our service men and women upon their re-entry into civilian life and make sure that veterans, service members, and their families are provided every opportunity for a quality education.

Wendy has helped pass important accountability measures to ensure taxpayer dollars meant to help Texas businesses are spent in the manner in which they were intended — to create jobs and boost economic development efforts across the state of Texas.

**A Vision for Texas**

Wendy is running for Governor because she loves Texas — not just for how good it is, but for how great it can be. The opportunities that Texas made available to Wendy — quality public education, a strong community college system, college loan and grant programs for deserving students — are what made the difference in her life. Wendy knows that every Texan deserves those same opportunities to do better. She’ll fight every day to ensure that Texas remains a state where hard work and determination are rewarded and everybody has the chance to succeed.

**Lisa Fritsch**

**Raised in East Texas by a Single Mom**

A lot of people ask me, “What made you a conservative writer and talk radio host?” “Was it hard growing up black in East Texas?” “Was there prejudice?” “What makes you write what you write?”

I grew up on both sides of the tracks where there was both an expectation of education and success and also the influence of poverty and a lack of hope. Both have given me the opportunity to see and experience a lot. My mother, who was divorced and single, raised me to believe that I could accomplish whatever I wanted so long as I was willing to work twice as hard as everyone else and I didn’t expect anyone to give it to me.

**How I Became a Republican and a Conservative Advocate**

I unwittingly became a Republican in the front seat of my mom’s gray Vega on the way to school, when I asked her to quit her third job at Piggly Wiggly. I was already different: being one of the few kids in my neighborhood being raised by a young and now single mother. I dressed plain and my arms were always longer than my sleeves. I’d overheard her talking to a friend who told her to apply for food stamps and public assistance to make ends meet. She appeared to listen and take it in but kept returning to her job at Piggly Wiggly.

When I finally worked up the nerve to ask her to quit the job, and go on public assistance as I’d heard someone urge her, I was unprepared for the day that would transform me and set my future in motion. The Vega stopped, and not too kindly my mother said “I would rather us starve, than do go down a road of victimization that might rob you of dignity the rest of your life.” I was transformed in this moment. I didn’t know it at the time, but that would make me a Republican and a conservative advocate.

At the University of Texas at Austin I wanted to fit in and being liberal was the thing except for my roommate who was a staunch conservative from Victoria, Texas. Alison was smart and wise beyond her years; I admired her and we often stayed up late fixing the world together.

I sought to best her with the talking points I’d learned from Democrat student organizations and the intellectual arguments I’d learned from my sociology professors. I would offer historical racism as a reason for affirmative action and poverty and need as proof for the role of a welfare state. I could not win these arguments logically and I was also uneasy with something greater happening as I defended my positions. All my arguments depended on acknowledging my inherent inferiority. Based on my background, the triumph of black history, and my faith, I could not accept the fact that I was, in some way, unequal. This conundrum caused great inner turmoil.

I decided to attend (rather sneak into – as much as a 6’ft tall black girl could) one of the meetings for the college Republicans on campus. As I kept listening I realized, these kids sounded like my mom. The moment in the Vega came back to me. I was a Republican. I would find out much later just how much this would mean.

**Republican Values Work For All People.**

As I ventured deeper into my career and my personal calling, I began to study, speak out, and write on being Republican and why these values worked for all people. The insults and criticism were brutal. I took comfort in writers and intellectuals better written and studied than I such as Shelby Steel, Thomas Sowell and Larry Elder who shared their experiences along with their wisdom and their frustration in being misunderstood. I noticed too that these writers were mostly male. As a woman, I had a unique role to fill in reaching women. A demographic I’ve always believed had the power to shape our world and who with the right aim and vision about themselves could spread victory and honor for generations. Women like my mother.

**The Right to Expect Opportunity**

Today, I no longer ride in a Vega, I have an education, have had an accomplished career as a talk radio show host, writer, national television and radio commentator and a treasured role as a wife and mother. I am a candidate for the Republican nomination for Governor of Texas. Yet, I want more; I expect more. I want more young girls who grew up like I did feeling inadequate, underclass, and at times embarrassed by their lack of material excess to have the opportunity to have it all and know they have a right to expect that opportunity.

I want good schools for all children like the public schools I grew up in. I want dignity in communities that might not have the bank account that says they have arrived, but a hope that inside of them is the strength to rise higher than they are right now. As a Republican, I want them to see someone like me pushing them onward and higher. I want Republicans to lead this effort because we have the right values to make this dream a reality. We are the party of true hope, faith and charity. Our values are path to life, liberty and the pursuit of happiness.

That is why as a citizen who has never stopped believing, I am running for Governor of Texas as the Citizen’s candidate. The future of Texas and the Republican Party are at stake and I want to do all I can to carry us into the future and keep Texas strong, proud, and true.

**Miriam Martinez**

**The First Republican Latina to Run for Texas Governor**

[**EN ESPAÑOL**](http://www.miriamfortexas.com/bio_spn/)

Miriam Martinez was born in Reynosa, Mexico on May 9, 1972. She is of humble origins and successfully overcame challenges and discrimination that continue to plague many Hispanic women of today. Abuse, extreme poverty, bullying and limited opportunities did not stop Miriam from aspiring to a better future and moving ahead despite the odds stacked against her.

At the tender age of 14 Martinez shouldered the responsibility of a full time job. She contributed everything that she could to help support her family. With a strong work ethic instilled in her since a young age, Miriam went on to a successful career in television and is an accomplished entrepreneur that contributes positively to the community.

Like many Hispanic immigrants, she dreamed of a better life for herself and her children and through hard work and dedication, she ultimately attained the American Dream. In 2010 she ﬁnally received her American Citizenship, as an immigrant herself, she knows the needs of the people, especially those struggling to become legal residents of the United States of America.

Formally trained in law, media and marketing, her experience as a public television personality made her aware of the injustices that needed to be made right. Her heart broke for single mothers, abused children, poverty stricken families and minorities, who struggled simply to survive on a day to day basis. After fulﬁlling her ambitions, she realized that she was at a crossroads in her life. Being discriminated herself, she felt it was her duty to ﬁght for Justice.

By being the voice of those that are frequently ignored or didn’t have a voice, Miriam decided to embrace the Constitution of the United States to help empower people and minimize unfair laws and unjust policies of government.

Miriam embodies the dream of every Hispanic, she is a voice of the people, for the people.