How to Argue?

Classical Structure

Introduction → Presentation of writer's position → Summary of Opposing views → response to opposing views → conclusion

Classical Appeals

Definition 0.1

Logos: appear to logic, focuses attention on the quality of the message, the clarity of the argument itself and the logic of its reasons and supports

Definition 0.2

Ethos: focuses on the writer's character of credibility. This can come through the professionalism of the paper, the expert reputation of the author, the *appeal from credibility*

Definition 0.3

Pathos: focuses on the values of the intended audience, *appeal to their emotions*

When to use which?

Logos
- Articles in scholarly journals
- Legal briefs and court descriptions
- Visual arguments (unbiased graphs/charts, etc)

Ethos
- Using speeches from well respected experts
- Newspaper editorials from experts
- First hand account from expert

Pathos
- Blogs/Message Boards
- Personal stories
- Visual Arguments (political cartoons, photographs)
- Public affairs advocacy advertisements