

## THE PROOFS: Persuasive Appeals

### *Logos*

- Logical Proof: reasoning
- *Logos* from 'voice' or 'speech', later 'reason'
- SYLLOGISM main arrangement for logical proof (classical)
  - ENTHYMEME: leaves out a step in the syllogism: "successful athletes wear Nikes"
- Facts
- Statistics
- Fictional Example: fables, analogies, 'for instances'
- Examples
- Maxims

### *Pathos*

- Passionate appeals
- *Enargeia*: feel emotions; picture vividly
- Narration or anecdote (imagery)
- Connotation—honorific or pejorative
- Testimony (could be *logos*)

### *Ethos*

- Arguments from character
- Invented: construct character within discourse
  - Recall remarks made about self by others
  - Give qualifications
  - Tell about self related to issue
- Knowledge of topic
- Establish good character
  - Either already known, or extol to audience (invent)
- VOICE & rhetorical distance
  - Grammatical person: 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup>
  - Active or passive
  - Present/past verb tense
- Word size: polysyllabic more precise
- Qualifiers: most, some, virtually, all
- Punctuation
  - Exotic marks close distance (in lieu of gestures, expressions)
  - CAPITALS
  - Underlining
- Most important when facts of an argument are in doubt
- Mistakes in ethos:
  - Inexperienced or uninformed, don't draw right conclusions
  - Know right answer/course BUT character flaw: greed, dishonesty) so hide it
  - Lack good will