Journals

September 4:

**How does Rocky use logic, emotion and authority to instill in his son a sense of worth?**

Rocky starts by talking about his son when he was smaller. “You fit right here in the palm of my hand.” This gives Rocky credibility by showing his authority, while using emotion to show his son he does care for him. Rocky then changes his tone from soft to harsh when explaining how the world is tough and it will beat him down to his knees. Rocky then tells his son how when is life gets tough, he looks for someone to point the blame. After Rocky is finished using logic to show his son the real world challenges, he changes his tone again to using more authority and emotion. Rocky starts to tell his son that “it doesn’t matter how hard you get hit, but how hard you get hit and stand back up.”

September 6:

**Why is the credibility/authority (ethos) of the speaker important?**

If a homeless person and Bill Gates are standing in front of you and give you advice on how to make money, who would you believe? Credibility of a speaker is important because it validates the information they are telling you. Without credibility, the speaker may not know what they are talking about or may have a higher chance of being bias towards the topic. Credibility also helps establish trust in the audience. If the audience can trust the speaker, then they are more likely to believe and retain the information given.

September 11:

**Why is logic (logos) important in a speech?**

Logic validates an argument. If a majority of people agree on a topic, then it is hard to argue against it. Logic is the reasoning behind actions and consequences. Without logical evidence to support an argument, then the argument has no credibility to be proven right or wrong. If logos is not present in an argument, then the argument is not seen as a reasonable one. An argument without logical evidence is an opinion.

September 25:

In the Sarah Mclachlan commercial, there was appeals to emotion because of all of the images of animals who has a sad look on their face, or were limping in pain. There was logos because she talks about how abuse is bad and we need to donate to help an innocent animals’ life. There was appeals to authority because they used Sarah Mclachlan to represent these animals who need help. Because Sarah is a famous singer, people will be more likely to listen to what she has to say.