Introduction to Rhetorical Appeals

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What’s the big deal with persuasion?
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  - To build knowledge
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Point & Support

- Point – the idea or opinion that the author is trying to convince you to agree with
- Support – authors include certain examples and information to appeal to you and convince you
Three Types of Appeals

Different ways that people try to convince you to agree with them

- Logical appeal (logos)
- Emotional appeal (pathos)
- Ethical appeal (ethos)
What kind of appeal is this?
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Why does this matter to you?

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You don’t want to be fooled! Recognize when people are trying to persuade you using fallacies and manipulation!
One Example

- My nephew
Let’s evaluate the appeals: are they convincing?

- Logos (logic, facts, data, percentages)
- Pathos (emotion, can relate, personal stories)
- Ethos (trustworthiness, authority, credibility)
Another Example

- Your good friend
True love does not exist.
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- Two of my friends are cheating on their partners.
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What appeals are being used in this support? Are these strong or weak appeals? What questions do you ask to decide if it’s strong or weak? Based on this, is your friend’s argument convincing or unconvincing?
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Propaganda: Recognizing Logical Fallacies and Emotional Appeals slides

https://www.slideshare.net/ccramer7/recognizing-logical-fallacies-and-emotional-appeals (up to slide 27)