**THE POWER OF PERSUASION**

Notetaking Guide

*Writers, photographers, advertisers, politicians, teachers-everyone-uses persuasive appeals in everyday life. Whether or not these people are trying to be manipulative, they are trying to convince the reader or listener of their point of view using various rhetorical strategies. Today we will explore three persuasive appeals in* ***advertising*** *and* ***political speeches****. Please follow along with the lecture and pause to answer the questions and the boxes and complete the speech sections.*

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| Rhetorical Appeal | **Formal Definition** | **My definition**  (use your own words!) |
| **ETHOS** | (Greek for 'character') refers to the trustworthiness or credibility of the writer or speaker. Ethos is often conveyed through tone and style of the message and through the way the writer or speaker refers to differing views. It can also be affected by the writer's reputation-his or her expertise in the field, his or her previous record or integrity, and so forth. (appeal to authority) |  |
| **LOGOS** | (Greek for 'word') refers to the internal consistency of the message--the clarity of the claim, the logic of its reasons, and the effectiveness of its supporting evidence. The writer will attempt to persuade the reader by stating an argument that makes sense.  (appeal to logic) |  |
| **PATHOS** | (Greek for 'suffering' or 'experience') is often associated with emotional appeal. The writer will attempt to appeal to the reader’s senses of pity, fear, patriotism, sympathies, and so forth. An appeal to pathos causes an audience not just to respond emotionally but to identify with the writer's point of view--to feel what the writer feels. (appeal to emotion) |  |

**ETHOS IN ADVERTISING**

*Oftentimes, advertisers hire celebrities to endorse their products. The public see celebrities as people they most want to emulate, therefore, they will try product that celebrities use if the celebrities experience the same issues.*

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| **What is Justin Bieber trying to persuade you to do? Is he a credible authority on teenage acne?** |

**ETHOS IN SPEECHES**

*Listen to the following excerpt from Dwight Eisenhower’s “Farwell Address to the Nation” dated January 17th, 1961 in which he attempts to comfort the nation but also warn of a military-industrial complex. Underline the words and phrases that you think demonstrate why he would be an authority on the subject:*

Three days from now, after a half century of service of our country, I shall lay down the responsibilities of office as, in traditional and solemn ceremony, the authority of the Presidency is vested in my successor.

I pray that the coming years will be blessed with peace and prosperity for all. Our people expect their President and the Congress to find essential agreement on questions of great moment, the wise resolution of which will better shape the future of the nation.

My own relations with Congress, which began on a remote and tenuous basis when, long ago, a member of the Senate appointed me to West Point, have since ranged to the intimate during the war and immediate post-war period, and finally to the mutually interdependent during these past eight years. In this final relationship, the Congress and the Administration have, on most vital issues, cooperated well, to serve the nation well rather than mere partisanship, and so have assured that the business of the nation should go forward. So my official relationship with Congress ends in a feeling on my part, of gratitude that we have been able to do so much together.

We now stand ten years past the midpoint of a century that has witnessed four major wars among great nations. Three of these involved our own country. Despite these holocausts America is today the strongest, the most influential and most productive nation in the world.

**LOGOS IN ADVERTISING**

*Advertisers appeal to your sense of reason or logic by using facts, figures, and statistics to convince you that the product works. If advertises cite evidence and science to support their product, then it must work…right?*

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| **What does the advertiser hope you will believe after watching the Pepto-Bismol commercial? What information does the commercial leave out?** |

**LOGOS IN SPEECHES**

*Listen to the excerpt of Sojourner Truth’s speech, “Ain’t I A Woman?” that she presented before the Women’s Rights Convention in 1851. Underline the words and phrases that make comparisons between men and women, thus persuading the audience to believe that men and women should be equal:*

That man over there says that women need to be helped into carriages, and lifted over ditches, and to have the best place everywhere. Nobody ever helps me into carriages, or over mud-puddles, or gives me any best place! And ain't I a woman? Look at me! Look at my arm! I have ploughed and planted, and gathered into barns, and no man could head me! And ain't I a woman? I could work as much and eat as much as a man - when I could get it - and bear the lash as well! And ain't I a woman? I have borne thirteen children, and seen most all sold off to slavery, and when I cried out with my mother's grief, none but Jesus heard me! And ain't I a woman?

**PATHOS IN ADVERTISING**

*Advertisers will often attempt to pull on your heartstrings to get you to donate money to a cause or buy a product that helps the environment. They might also manipulate your feelings of fear, pity, security, and many other emotions to rally your support.*

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| **What emotions do you feel after watching the video? Are you moved to donate money? Why or why not?** |

*Listen to the text of Lincoln’s “Gettysburg Address” given November 19th, 1863. Underline the words of phrases* ***in the last paragraph*** *that appeal to your emotions and specifically your responsibility to honor the sacrifices of others:*

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we cannot dedicate -- we cannot consecrate -- we cannot hallow -- this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us -- that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion -- that we here highly resolve that these dead shall not have died in vain -- that this nation, under God, shall have a new birth of freedom -- and that government of the people, by the people, for the people, shall not perish from the earth.

*Please answer the following question in 2-3 sentences.*

**Which appeal is the most powerful? Why?**