

Rhetoric in R&J

The Claim

The statement of the argument.

Example: I am going to try to convince you that chocolate is a healthy snack.

Six Persuasive Techniques

1. Appeal to Authority (ETHOS)

Important people or experts can make your argument seem more convincing; Using reliable research can help your argument seem convincing.

Example 1: Former U.S. president Bill Clinton thinks that junk food should be taken out of vending machines.

Example 2: A recent study found that students who watch TV during the week don't do as well in school.

2. Appeal to Reason (LOGOS)

Facts, numbers, information, and logic can be very convincing.

Example: A Snickers bar has 280 calories and 30 grams of sugar. That's not very healthy.

3. Appeal to Emotion (PATHOS)

Getting people to feel happy, sad, or angry can help your argument.

Example: Your donation might just get this puppy off the street and into a good home.

4. Bandwagon

If everyone believes it, it must be true!

Example: Nine out of ten people prefer our soap!

5. Rhetorical Question

Rhetorical questions are not intended to be answered. They're a way to state the "obvious."

Example: Who wouldn't like to earn more money?

6. Repetition

If you repeat information or present information in repeating patterns, people will remember it and believe it.

Example: Duty does not trump honesty. Duty does not trump common sense. And duty, my friends, does not trump morality.