**Rhetoric/Argument Notes: Part 1**

**Rhetoric**: the art of effective or persuasive speaking or writing

**Classical Appeals**:

**Logos**: Logic/Reason  
 -giving facts and/or evidence to support an argument

\*facts, statistics, scientific studies, cause-effect, anecdotal illustrations

**Pathos**: Emotion

-you have to know your audience in order to employ their emotions

**Ethos**: Authority

-Appeal to someone’s authority/credibility as expert

-**Extrinsic ethos**: credibility of speaker based on authority, experience, position, or

status outside of what he/she says

\*I trust that my doctor can give me good advice because he has gone to medical

school.

-**Intrinsic ethos**: credibility based on speaking in a worth manner; based on what is

actually said

\* I might think my doctor is a moron if he can’t pronounce medical terminology,

forgets what he has said, or doubts himself