**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