

The Rhetorical Triangle

ESL 015.

Section 004

1. Police Report to State College Borough Council:

On October 25, 2008 at 11:00pm , approximately 4,000 PSU fans rioted on the 400 block of Beaver Ave. Two lampposts and two parking meters were destroyed. Nine street signs were torn down, seven cars - including 2 Audis, 2 Hummers, and 1 Mercedes, and two police cruisers were damaged. Multiple cases of bodily injuries were reported to Mt. Nittany Medical Center. Calculated estimate for repairs to Beaver Ave. are \$10,000.

2. Dear Collegian readers:

Since coming to PSU, I fell in love with the Penn State's spirit. Everywhere I go, I hear chants of "We are Penn State" which triggers a sense of loyalty in my heart. I believe that what took place last Saturday on Beaver Ave is a part of the spirit that I fell in love with in the first place. We should be proud for having an undefeated season and we should not be prosecuted for our conduct for it was from our love for PSU.

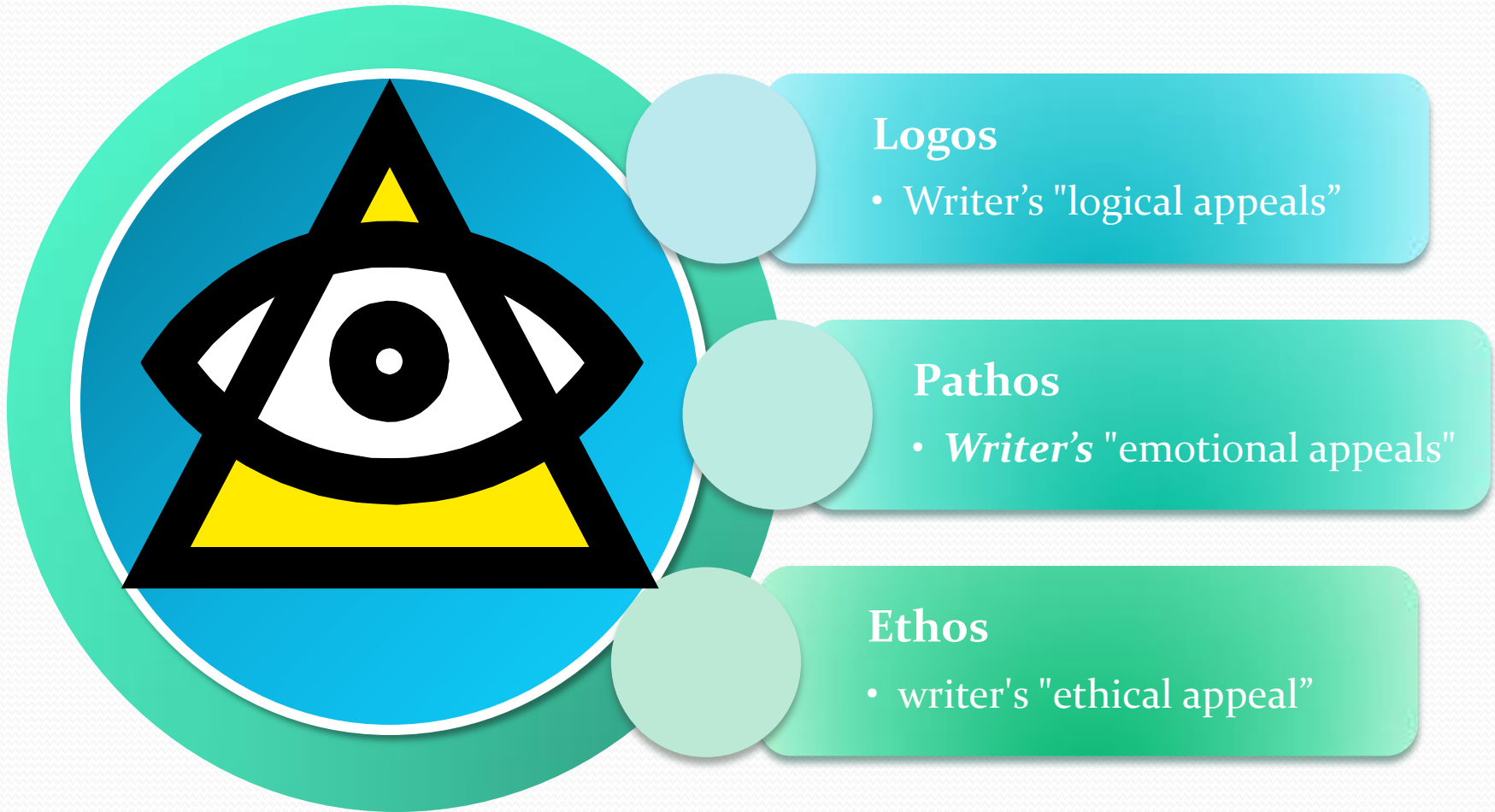
3. Dear Students, Faculty, and Staff:

Although the destruction following the Ohio State game did not amount to a great monetary loss, the "behavior was disturbing." Those responsible will be punished appropriately, and in the future I hope that the Penn State pride "will be expressed with great civility and social responsibility."

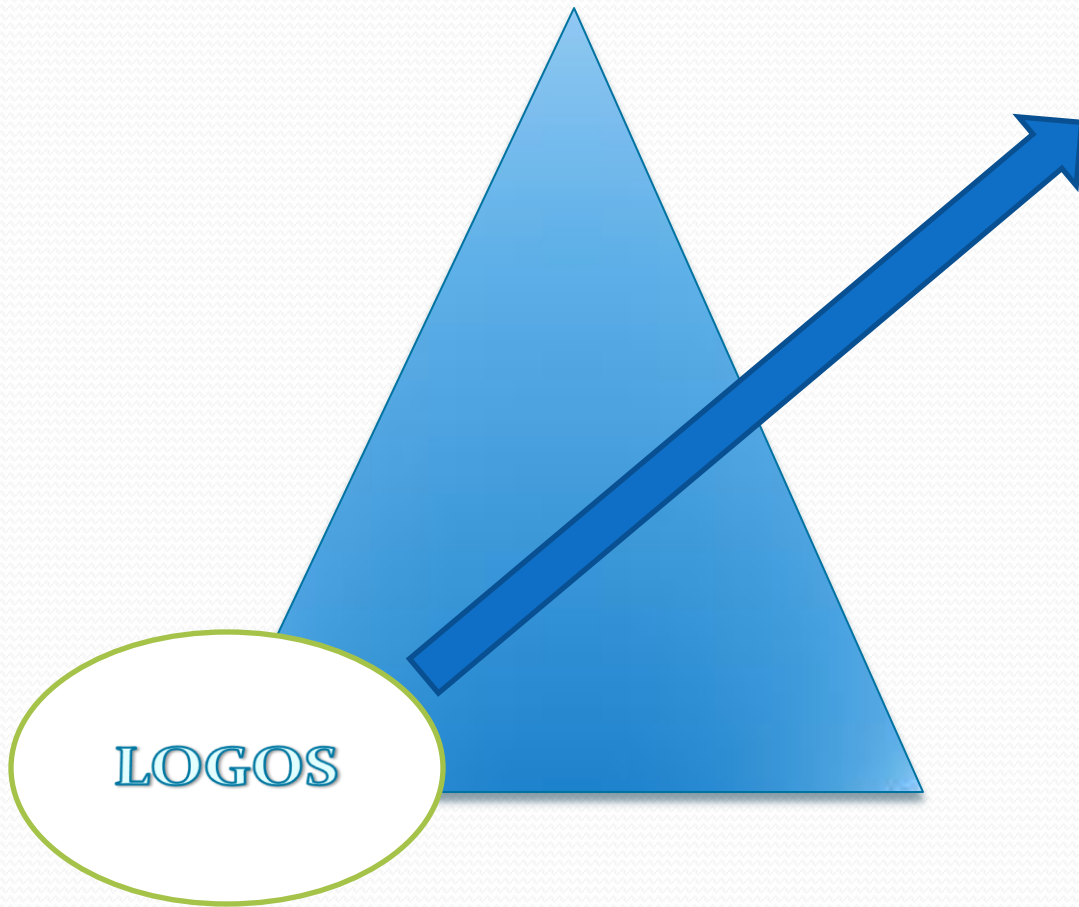


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The Rhetorical Triangle



What is Logos?



- **From the Greek, "speech, word, reason"**

LOGOS

- **Appeal to logical reasoning ability of readers**
- **Ex) Facts**
 - Case studies**
 - Statistics**
 - Experiments**
 - Logical Reasoning**
 - Analogies**
 - Anecdotes**
 - Authority voices**

EXAMPLE-1

- **Police Report to State College Borough Council:**

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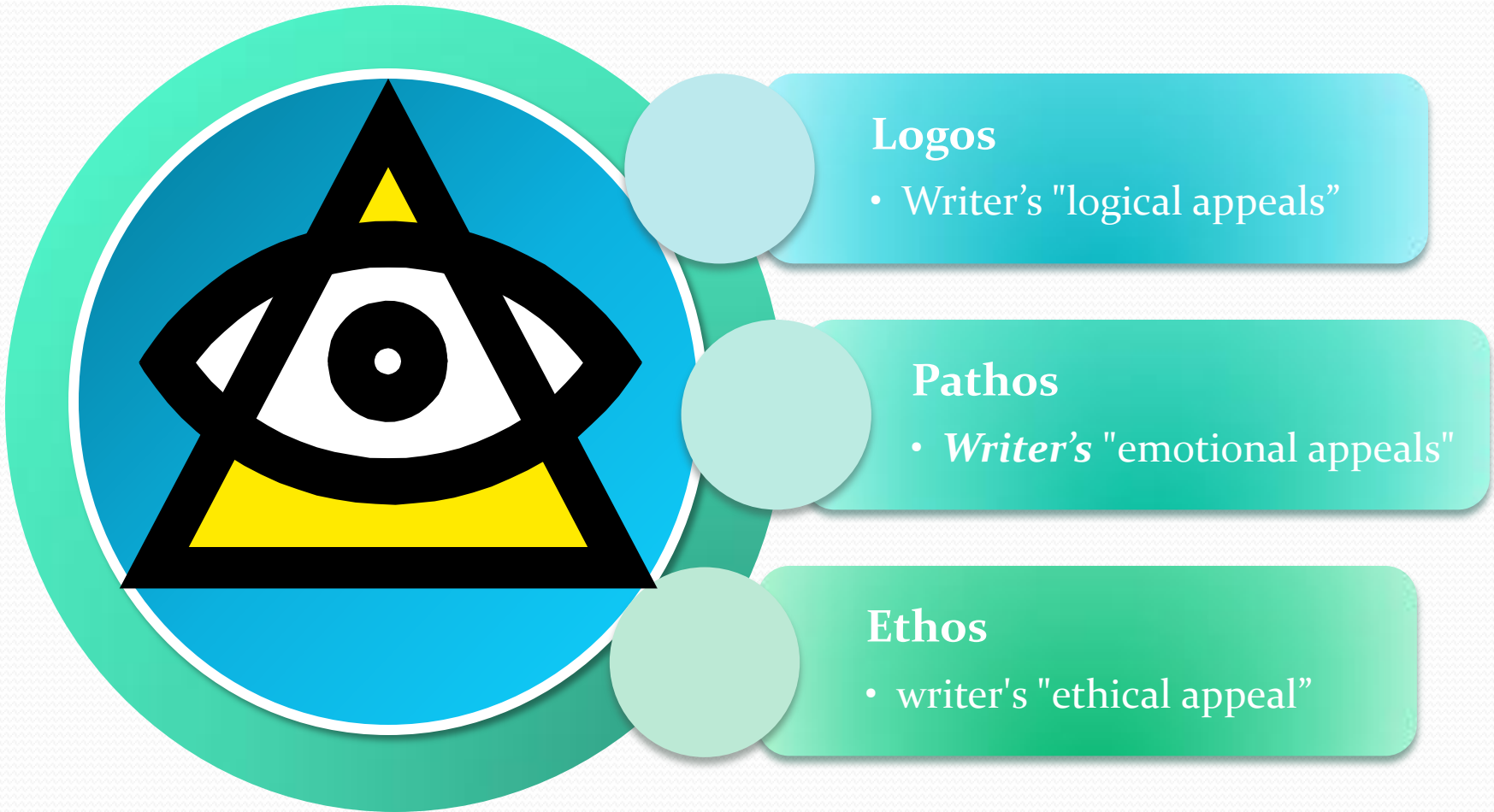
EXAMPLE -2

THE IMPREZA RB320 STRICTLY LIMITED EDITION



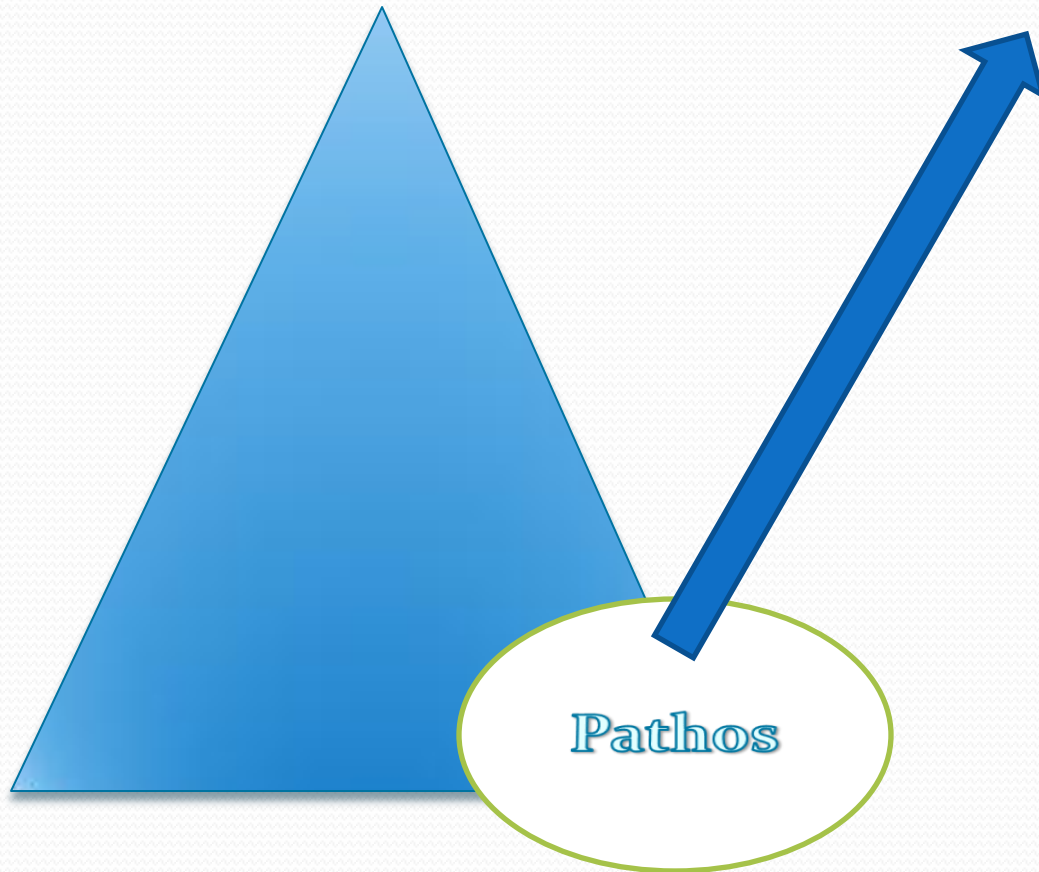
320 PS
Prodrive Enhanced
450Nm Torque
Only 320 Available
Dedicated to the memory of Richard Burns

The Rhetorical Triangle



What is Pathos?

- **From the Greek, "Passion"**



Pathos

- **Pathos** refers to emotional appeals, "tapping into the beliefs and values a writer wants to share with readers. A writer might use pathos to perhaps a writer might use pathos to illustrate suffering of readers as parents concerned for their children. Feelings of sadness, pride fear, anger, patriotism, irritation, love, justice etc.

How to use pathos?

- Consider the audiences feelings without forgetting that academic writing **requires** dispassionate, thoughtful reasoning supported by proof where possible.

Pathos in Text:

Dear Collegian readers:

Since coming to PSU, I fell in love with the Penn State's spirit.

Everywhere I go, I hear chants of "We are Penn State" which triggers a sense of loyalty in my heart. I

believe that what took place last Saturday on Beaver Ave is a part of the spirit that I fell in love with in the first place. We should be proud for having an undefeated season and we should not be prosecuted for our conduct for it was from our love for PSU.



Pathos in Ads:

The Indian Association
for Promotion of Adoption
and Child Welfare



Adopt. You will receive more than you can ever give.

call 022-2427 4338

This advertisement features a young boy with dark hair, wearing a horizontally striped t-shirt and dark jeans. He is holding a baby in his arms, looking directly at the camera with a neutral expression. The background is a plain, light-colored wall.

The Indian Association
for Promotion of Adoption
and Child Welfare

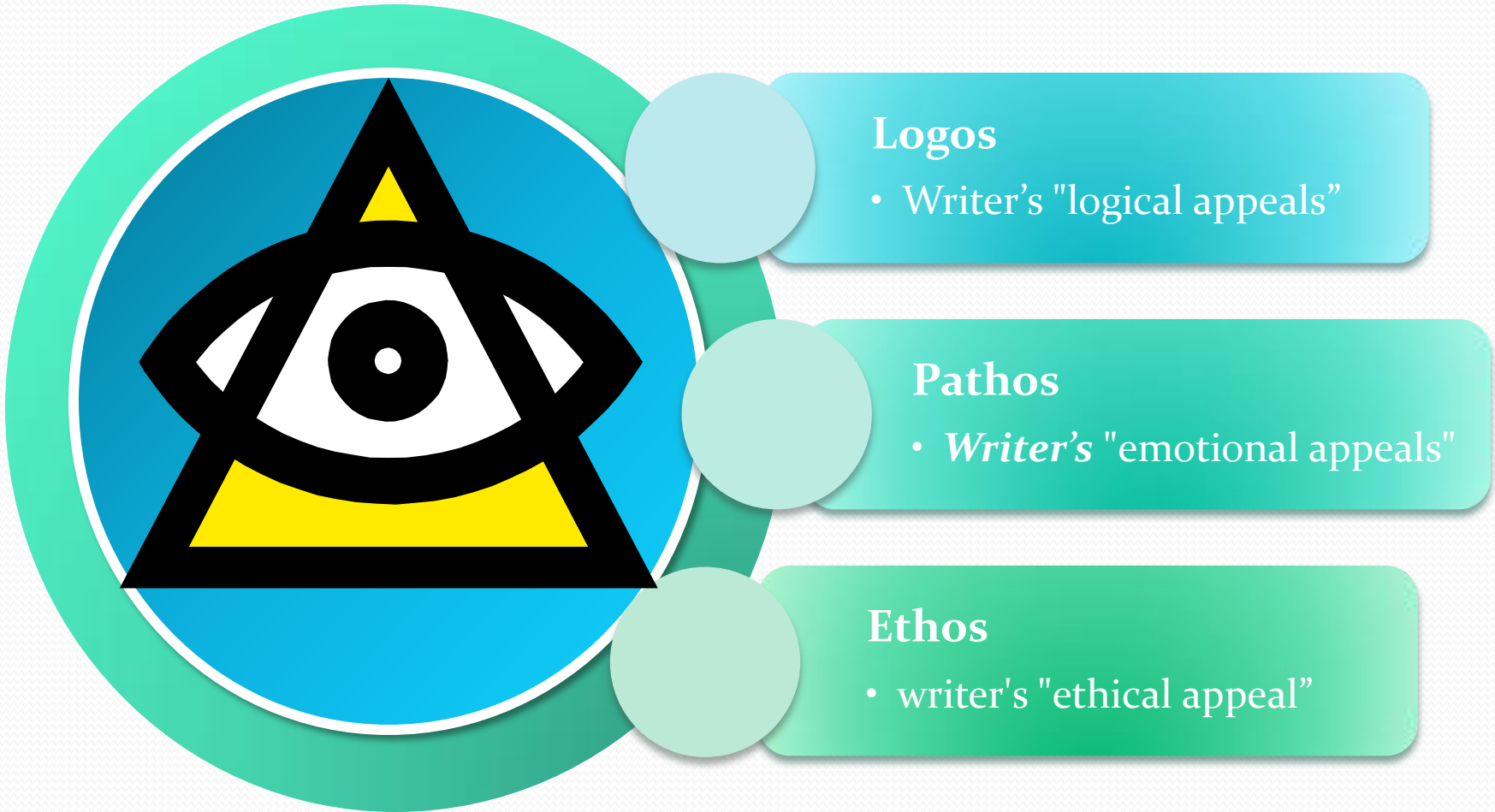


Adopt. You will receive more than you can ever give.

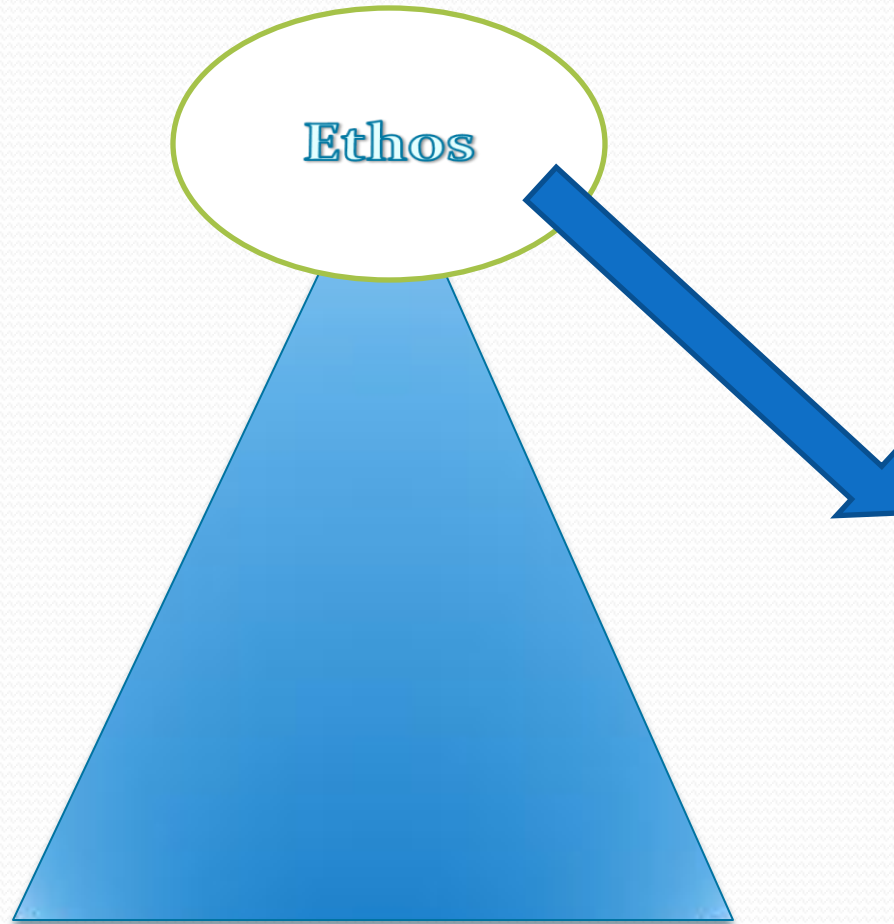
call 022-2427 4338

This advertisement features a young girl with dark hair, wearing a white dress and sandals, sitting on a wooden bench. She is holding a baby in her arms and looking down at it with a gentle smile. The background is a plain, light-colored wall.

The Rhetorical Triangle



What is Ethos?



- **From the Greek, “Character“**
- **Writer's "ethical appeal”**
- **How well the writer presents**
- **believe people whom we respect.**

Defining Ethos

- 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 as it exists independently from the message--his or her expertise in the field, his or her previous record or integrity, and so forth.

Example of Ethos

When it comes to learning a new language,
speed is everything!

10%
OFF

For a limited time, receive 10% off Rosetta Stone Personal Edition
CD-ROM products. Use coupon code **phelps** when ordering.

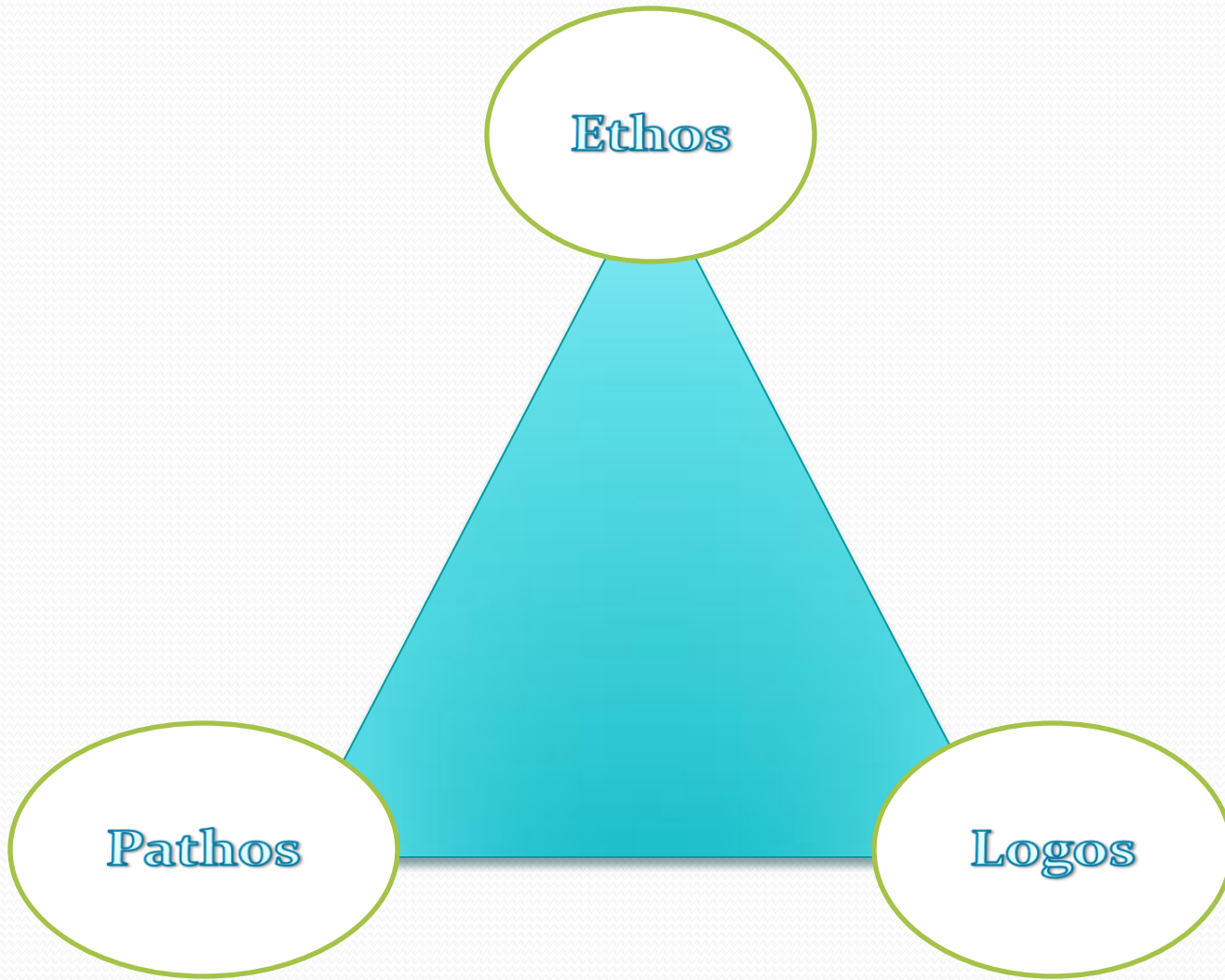


“Rosetta Stone is one of the smartest things that I have done as an athlete. It has allowed me to learn the language of the countries I visit and where I compete.”
—Michael Phelps

Source: rosettastone.com/phelps

So What?

- How can this help me in my writing?



Ethos

Pathos

Logos

....hmmm?

- You must consider all three sides when writing a paper

- Why?

- Too much

- Too much

- Why?

- Balance

- arguement

- What to do

- It depends

- sometimes

- emotions but mostly

- It depends on nature of the assignment, audience, purpose.

And this will be
displayed in the next
activity!

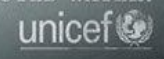
to be a convincing

you need to be objective,
sometimes you need some



**1.5 MILLION CHILDREN
DIE EVERY YEAR FROM
DRINKING POLLUTED WATER.**

WWW.UNICEF.DE

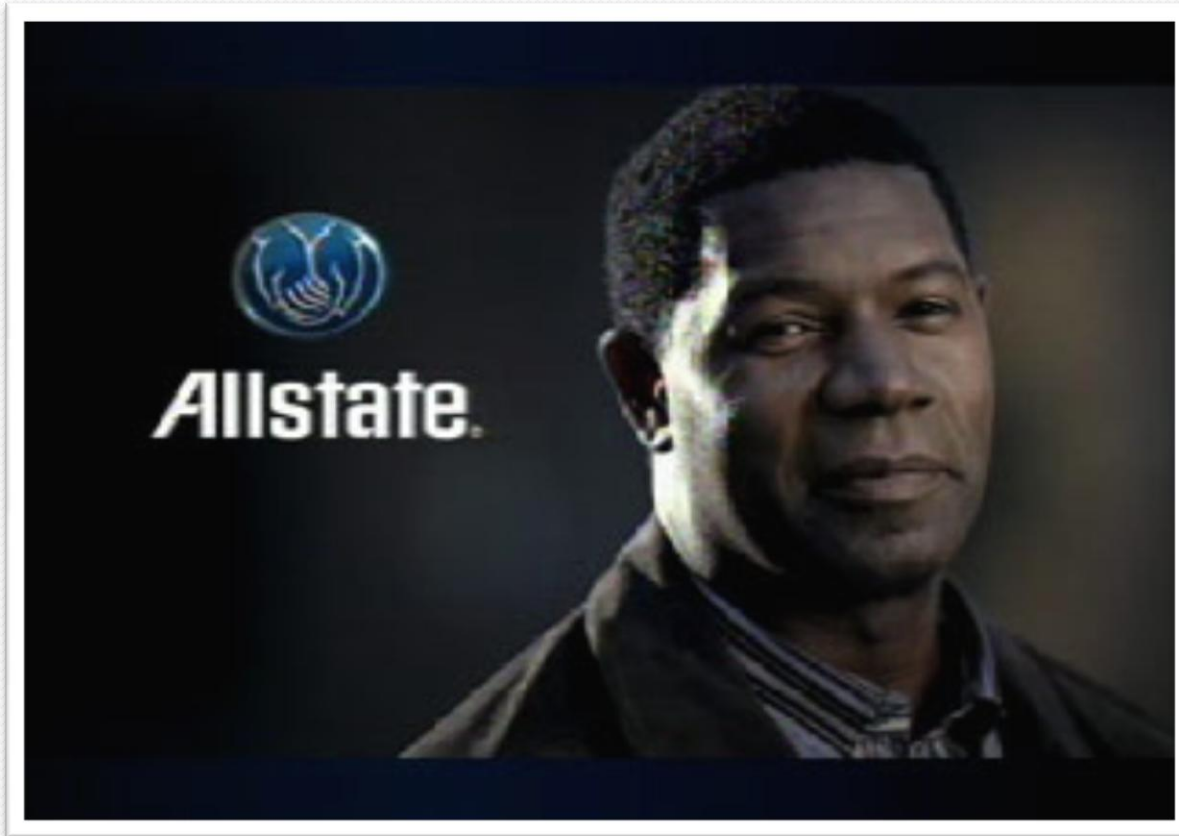


<http://go.funpic.hu>

Final Activity

Applying the three dimensions of the triangle

Activity A: Model Clip (AllState)



Activity B: Writing

- Write a paragraph showing the three dimensions of the Rhetorical Triangle. You may chose what you want write about, but here are some options
 - Email a friend an apology message showing the three dimensions.
 - Email a company inquiring about a job position.
 - Advertising a product from your business.

- 
- Any questions? Concerns?