

Rhetorical Concepts

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In both written and spoken language, authors and speakers employ rhetorical persuasion to enhance better communication with the audience (Varpio, 2018). Using emotions and logical reasoning allow authors and speakers to showcase to their audience how pleasant their persuasion can be. Writers use rhetorical persuasion to move, motivate and convince the audience who interact with their materials towards given perspectives and points of view. Authors also rely on persuasion while carefully choosing their words, developing logical arguments, and formulating cohesive summarization. Furthermore, the practice of rhetoric persuasion helps authors to create clear reasons and purpose for their views. However, authors need to present a clear statement of their views with ample evidence supporting their opinions (Varpio, 2018).

Regarding rhetoric persuasion, many authors have relied on Aristotle's observation of speeches that resulted in his principles of persuasion. According to the principles of persuasion, three significant aspects, including logos, pathos, and ethos, function differently to express the purpose and drive that most writers have while making their work. Persuasion leads to requests for great arguments; hence the authors must appeal to what the audience requires to do or know about their works. Given that ethos—which is the appeal to credibility, is subject to cultural distinctions, it is the least used aspect of persuasion, coming close to logos—which is the appeal to reason (Varpio, 2018). Pathos is the most used appeal of rhetoric, as it appeals to the audience's emotions, leading to more attraction to the authors' works.

Ethos, Logos, and Pathos

Ethos is a rhetorical appeal that deals with the author's character. It is an ethical or credibility appeal that helps writers to create an impression to the audience that they are worth

the time and the attention. An author must place himself in the authoritative space on the subject of their work and command the worth of respect. Pathos is a rhetorical persuasion that appeals to the readers' emotions. Most classical texts and contemporary adverts use pathos to persuade the readers to make decisions that favor the author and their work based on the audience's emotions. In this case, the audience's response to a piece of work depends on how well the author employs the language and the practical, and emotional appeal.

On the other hand, logos is a rhetorical persuasion based on reasoning (Killingsworth, 2005). In this case, the author considers both inductive and deductive arguments and reasoning to establish a logical framework for their material. According to Killingsworth (2005), the elements of logos, ethos, and pathos are the primary constitutions of a communication triangle. Communication becomes relevant and practical if the author, the audience, and the work are compatible with reality, holding each other together. The relationship between the three aspects of rhetorical appeal is triangular, hinting at the triangulation concept. The three responds to the value, author, and audience positions, but not to appeal. In his view, Killingsworth (2005) argues that modern rhetorical appeals provide ways of setting the aspects in motion. Mainly, they point to Kairos, meaning timelessness and an element of awareness of the audience's current situation, and the creation of a purpose and need to act on the case and bring change.

Character Establishment

Any writing work that involves an ethical appeal enhances the author's trustworthiness. The audience relates to the author through how reasonable the author is, how well informed he/she is, what the author believes in, and convince themselves or give in to the author's persuasion that motivates the audience to be like the author (Varpio, 2018). Ethos, therefore, makes a great effort to establish the author's connection with the audience, authority, and fairness

in the work. To use ethos practically, the author must prove to the audience that he/she is someone whose views are firm, reasonable, and worth listening to. First, one must state their experience straightforwardly by using concrete and particular examples that help to display the extent of their knowledge. The author must choose words that exhibit his/her involvement, experience, and understanding of the work. Also, if the audience is aware of the subject matter that the author tackles, the author must choose words and vocabulary that associate directly with the topic in question. The author should also define technical terms that the audience may not understand, especially if the audience is not familiar or conversant with the subject matter of the writing.

Villanueva (1993), in the article, *Ingles in the Collages*, describes his experience with the English language, white people, and racism in college. The author clearly states how racism goes a long way to inhibiting academic performance. In his experience, the author has limitations in his educational opportunities. The author presents his experience through a personal narrative of academics of color, specifically an American of Puerto Rican heritage. This way, he connects directly with the audience undergoing through or with an experience of the same, not only from his original race but from all other people of color. An author must also ensure that the opinions in his/her work, through ethos, relate to and are shared by other authors and experts or authorities. The views and experience of Villanueva (1993) are shared in light of rhetoric history, psycholinguistic and socio-linguistic theorists, and other works by authors like Paulo Freire and Antonio Gramsci. This way, the author establishes authority in his work and commands attention and recognition from the audience.

Appeal to Emotion

Writing work that appeals to the audience's emotions encourages them to consider decisions grounded on their emotions, feelings, pity, anger, fear, or happiness (Varpio, 2018). As people engage with any work, most who do not change their minds through logical reasoning may do so when involving their emotions. For an author to effectively carry out the appeal to the audience's emotions, he/she must employ concrete language use by telling their story in a specific manner. The emotional appeal should not be mixed, or confusing the audience. The author must choose to channel his/her request towards invoking a particular emotion in the audience to motivate their decisions. Villanueva (1993) focuses on the story of racism. His main intention is to create awareness of what racism did to people of color in academic writing and education in general. He does this by appealing to people of color who have experienced racism in education or other professional fields. While he gives his account, he invokes the audience's emotions by narrating what many college students of color had to endure in the United States. Also, he uses vocabulary that creates emphasis on the negative experience. For instance, he gives an account of how a lecturer commented only on the word *nonsense* for his course paper. However, the appeal to emotions does not necessarily advocate for adverse decisions. It may invoke negative feelings and emotions in the audience but channels their energy towards making the right decisions.

Appeal to Reason

Writing work that appeals to reason constitutes clear evidence and claims that show the author's critical thinking and reasoning (Varpio, 2018). The author must show the audience that he/she carefully gave a thought to the topic of their work and that he/she understands what he/she writes about. To effectively employ logos in writing, one must back up every view and claim with relevant statistics, examples, and clear quotations. Also, the evidence provided in the work

should originate from renowned authorities, authors, and experts. One can also employ historical and scientific evidence and information for comparison and analysis whenever appropriate.

Dowd & Thompson (2016) use logos appeal to analyse the various writing and thinking methods in a science discipline. Given that the topic is about science and scientific disciplines, the authors establish the notion that disciplinary knowledge does involve conceptual content and the understanding of the procedure involved in the study.

Decision-making

As a writer, there are conscious, purposeful decisions that one makes with regard to their work. First, writers decide who their audience is and what they respond primarily to (Varpio, 2018). Through this, it is easier for the author to gather, analyse and decide on the main message they intend for the audience. Also, the author has the power to determine the purpose for which they write. No one writes for no reason. Therefore, deciding what one intends with the work they want to write lies entirely with them. By deciding on the purpose of writing, one finds the motivation to define their audience and formulate a message for it. Another writer's decision while writing is the kind of rhetoric appeal to employ while approaching the audience.

Depending on the message and purpose, one may decide to use ethos, logos or pathos, or two to achieve their goal.

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