

Vocabulary Set 22

Ethos: The ethical appeal, means to convince an audience of the author's credibility or character. An author would use ethos to show to his audience that he is a credible source and is worth listening to.



Ethos

Ethos=Credibility

Ex. Using a celebrity in a commercial or a doctor or dentist

Pathos: The emotional appeal, means to persuade an audience by appealing to their emotions. Authors use pathos to invoke sympathy from an audience; to make the audience feel what the author wants them to feel. A common use of pathos would be to draw pity from an audience. Another use of pathos would be to inspire anger from an audience; perhaps in order to prompt action.

Pathos=Emotion

Ex. Commercials that make you feel bad



Pathos

Logos: or the appeal to logic, means to convince an audience by use of logic or reason. To use logos would be to cite facts and statistics, historical and literal analogies, and citing certain authorities on a subject.



Logos

Logos=Logic

Ex. 22% of Americans are coffee drinkers

(BTW I made that up)

Rhetorical Devices: a use of language that is intended to have an effect on its audience. Repetition, figurative language, and even rhetorical questions are all examples of *rhetorical devices*. **You hear me?** Rhetorical devices are common, such as saying **language is a living beast**: that's a metaphor — one of the most common rhetorical devices. Another is alliteration, like saying "bees behave badly in Boston." Rhetorical devices go beyond the meaning of words to create effects that are creative and imaginative, adding literary quality to writing.

Logical Fallacies: A logical fallacy is a flaw in reasoning. Logical fallacies are like tricks or illusions of thought, and they're often very sneakily used by politicians and the media to fool people. Don't be fooled! Turn this page over to see a list of a few of the logical fallacies.

RED HERRING: attempting to hide a weakness in an argument by drawing attention away from the real issue. A red herring fallacy is thus a diversionary tactic or an attempt to confuse or fog the issue being debated. The name of the fallacy comes from the days of fox hunting, when a herring was dragged across the trail of a fox in order to throw the dogs off the scent.

example: accused by his wife of cheating at cards, Ned replies "Nothing I do ever pleases you. I spent all last week repainting the bathroom, and then you said you didn't like the color."

STRAW MAN: stating an opponent's argument in an extreme or exaggerated form, or attacking a weaker, irrelevant portion of an opponent's argument.

example: What woman in her right mind could truly desire total equality with men? No woman wants the right to be shot at in times of war, the right to have to pay alimony, or the right to have to use the same restrooms as men.

SLIPPERY SLOPE: (sometimes called a snowball argument or domino theory) suggests that if one step or action is taken it will invariably lead to similar steps or actions, the end results of which are negative or undesirable. A slippery slope always assume a chain reaction of cause-effect events which result in some eventual dire outcome.

example: If the Supreme Court allows abortion, next think you know they'll allow euthanasia, and it won't be long before society disposes of all those persons whom it deems unwanted or undesirable.

SWEEPING GENERALIZATION: assumes that what is true of the whole will also be true of the part, or that what is true in most instances will be true in all instances.

example: Jessica must be rich or have rich parents, because she belongs to ZXQ, and ZXQ is the richest sorority on campus.

APPEAL TO IGNORANCE: attempts to use an opponent's inability to disprove a conclusion as proof of the validity of the conclusion, i.e. "You can't prove I'm wrong, so I must be right."

example: We can safely conclude that there is intelligent life elsewhere in the galaxy, because thus far no one has been able to prove that there is not.

***These are just a few logical fallacies. There are a TON!!!