**Rhetoric Basics: The Appeals and the Modes**

From Classical (ancient Greek) rhetoric we get some terms that give us a useful way to analyze argument strategies, different methods of appealing to an audience.

**The Logos** **appeal**:  This is the appeal to the audience’s intellect: the writer/speaker offers evidence, logical arguments, appeals to reason, testimony from experts, even simply examples from the writer’s observations to support a claim.

          *Example*: In an argument about the evils of sweatshops, it would help to give statistics about the low wages, the long workday, and specific details about the working conditions (no air-conditioning, no fire escapes).

**The Pathos** **appeal:** This is the appeal to the audience’s values, beliefs, and emotions.

          *Example***:** Most Americans want to believe that our country is a force for good in the world, and most want to believe that they are nice people who wouldn’t cause others pain merely to save a buck, so an argument against buying sweatshop goods could appeal to patriotism and the reader’s better nature (empathy and generosity). Stories about malnourished children breathing dangerous fumes while they glue soles on tennis shoes would also work as a pathos appeal.

**The Ethos appeal:**  This appeal highlights the credibility of the speaker/writer by offering relevant experience or expertise, taking a friendly stance toward audience, and explaining the writer’s stake in the issue. The Greeks broke it down further into a triad:  The writer/speaker has to demonstrate **good sense, good morals, good will** **toward the audience**.

*Example***:** In an argument about climate change, we are more likely to trust a climate scientist who has spent many years researching the issue than, say, a Hollywood star or an oil company executive.

**The Modes of Development**: These are different ways of developing your ideas, and each has particular strengths and weaknesses.  A good writer knows how to use each to advantage and how to combine them.  When analyzing others’ arguments, you should look at how they are operating and think about what else might have been used.

* **Description**: tell how something looks, sounds, tastes, feels, and smells
* **Narration**: tell a story involving a plot, setting, characters, plot, & often analysis
* **Definition**: define a term relevant to the argument. Often a writer uses other modes to do this, especially description, compare/contrast, classification/division.
* **Evaluation**: discuss whether something is good or bad based on pragmatics, ethics, aesthetics
* **Proposal**: state what should be done about something, and why
* **Process**: explain how something is done, usually with steps
* **Exemplification**: use an example, as with a case study or a story that supports your claim
* **Refutation**: challenge another argument or position on an issue, usually with summary/quotes from a particular argument made by a particular person.
* **Compare/contrast**: to discuss how two or more things are similar and/or different.
* **Classification/division**: to group similar items together (classify) & to distinguish among them (divide).
* **Cause/effect**: to analyze causes for a phenomenon and/or discuss what effects something will produce. Often used to analyze a problem and assess proposals to solve it.