

RHETORICAL APPEALS

ARISTOTLE & BEYOND

Writing practice:

Write a short letter to your parents, asking permission to borrow their expensive car for homecoming.

Writing practice:

Write a short letter to your parents, asking permission to borrow their expensive car for homecoming.

Write a letter to your older sibling (real or fake), asking permission to borrow their expensive car for homecoming.

WHAT IS RHETORIC?

Rhetoric – the art of using language effectively and persuasively

Medium – text, speech, film, art, etc.

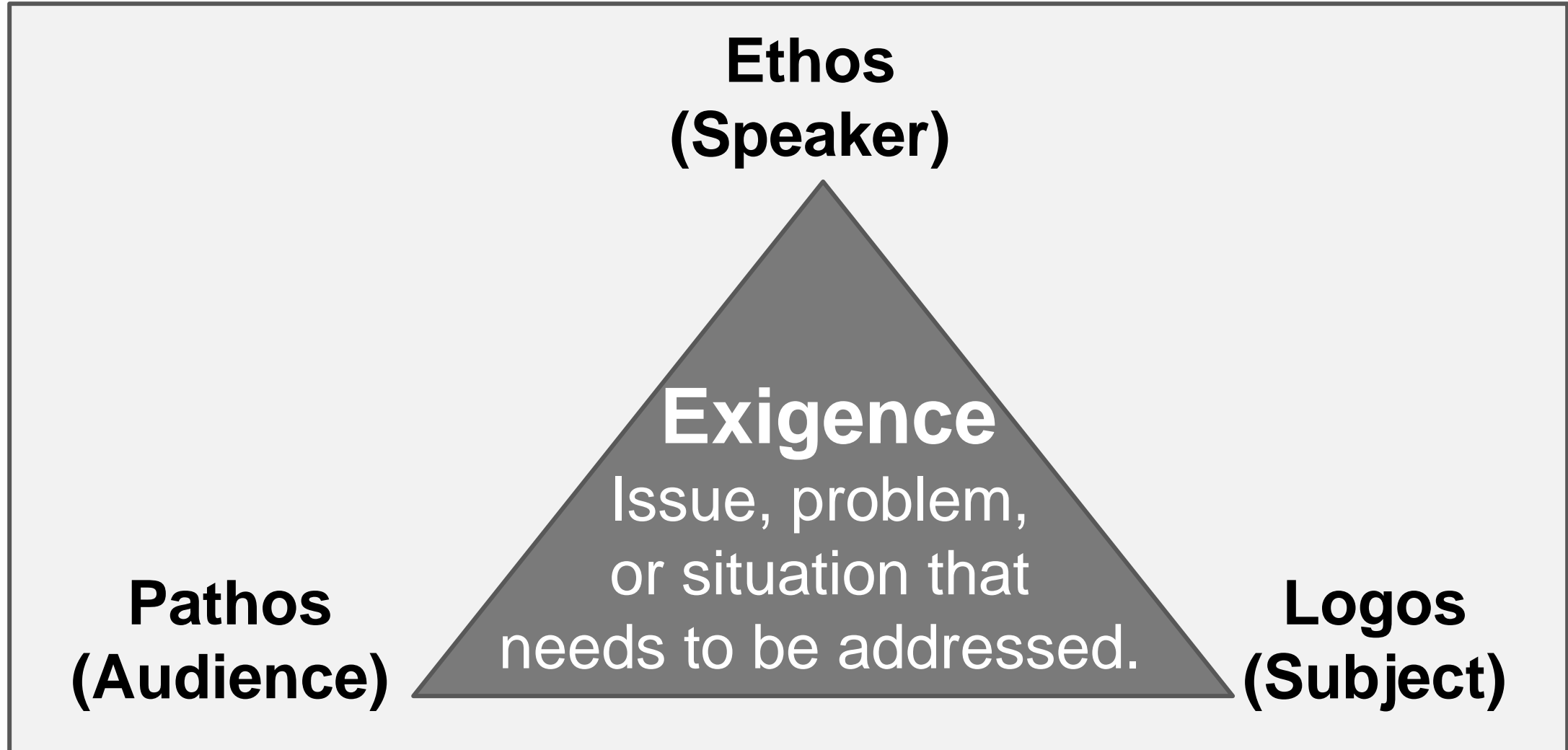
ARISTOTELIAN APPEALS

Ethos – relies on the credibility of the author

Logos – relies on logic and evidence

Pathos – relies on emotion

RHETORICAL TRIANGLE



S.O.A.P.S.TONE

Speaker

Occasion

Audience

Purpose

Subject

TONE

EXAMPLES IN ADVERTISING: ETHOS

RELIES ON THE CREDIBILITY OF THE AUTHOR



He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

Your "T-Zone" Will Tell You...

T for Taste...
T for Throat!...
that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

CAMELS Costlier Tobaccos

most valuable power

power-c
vitaminwater
20 FL OZ • 591 mL

- 3 championships... and counting
- 1,845 bottles of vitaminwater... and chugging
- 1 mvp award... and long overdue

CLACÉAU
vitaminwater
try it... it works for kobe

EXAMPLES IN ADVERTISING: PATHOS

RELIES ON EMOTION



OTHER APPEALS



**Appeal to the Body
(physical strength)**



**Appeal to Body (hygiene, sex appeal)
Appeal to Gender (men AND women)**

**Appeal to Age,
Body, & Gender**



OTHER APPEALS



Appeal to Time (urgency)
Appeal to Fear

A promotional graphic for the Ultra Music Festival 2012. The top half features a stylized city skyline with palm trees under a warm, orange glow. A large, metallic blue 'U' logo is centered in the foreground. Text at the top right indicates the dates: "03.23 Fri | 03.24 Sat | 03.25 Sun" and "2012". Below the dates, it says "Bayfront Park Downtown Miami". A large "90% SOLD OUT" badge is prominently displayed in the lower left. A "GA Ticket Meter" shows a red bar at the 90% mark. A ticket stub for "Advance \$299.99 3 Day Combo" is shown on the right. At the bottom, a call to action reads "BUY TICKETS NOW" and "ACT NOW BEFORE IT'S TOO LATE... TICKETS WILL SELL OUT SOON!".

03.23 Fri | 03.24 Sat | 03.25 Sun
2012
Bayfront Park
Downtown Miami

90% SOLD OUT

GA Ticket Meter 90% SOLD OUT

Advance
\$299.99
3 Day Combo
GA
General Admission

► **BUY TICKETS NOW**
ACT NOW BEFORE IT'S TOO LATE... TICKETS WILL SELL OUT SOON!

OTHER APPEALS



BEST IN TEXAS

Appeal to Place

Cracker Barrel
Old Country Store

Half Restaurant. Half Store.
All Country.

Next Exit

Cracker Barrel
Old Country Store

Warm welcomes. Comin' right up.

Next Exit

Appeal to Time (past)
Appeal to Place (home)