To escape the German concentration camps, the Jewish family of Otto Frank went into hiding in 1942. During the family's two years in hiding, 13-year-old Anne Frank kept a diary. She wrote her last diary entry on August 1, 1944. Three days later, police raided the family's hiding place. Anne and her sister were shipped to a concentration camp. Anne died nine months later. Since that time, Anne's diary has been published in 30 languages.
How does this ad make you feel?

Why is it considered an effective ad?
<table>
<thead>
<tr>
<th>Essential Question: What are rhetorical strategies and how do we recognize them?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Questions:</strong></td>
</tr>
<tr>
<td>✴ What is rhetoric?</td>
</tr>
<tr>
<td>✴ What are the types of rhetorical strategies?</td>
</tr>
<tr>
<td><strong>Notes:</strong></td>
</tr>
<tr>
<td>✴ ____________________</td>
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<tr>
<td>✴ ____________________</td>
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<tr>
<td>✴ ____________________</td>
</tr>
<tr>
<td><strong>Summary:</strong> (Answer the essential question and summarize the notes)</td>
</tr>
<tr>
<td>____________________________________________________________________</td>
</tr>
</tbody>
</table>
Note Taking Strategies
What is rhetoric?

Rhetoric is the art of persuasion. It considers not just what is said but HOW it is said.

The goal of persuasion is to change others’ point of view or to move others to take action.
LOGOS, ETHOS, PATHOS

• Using logos, ethos, and pathos will help you to master the art of persuasion.
• Through language, you will be able to change the point of view of others!
• Through language, you will be able to motivate others to take action!
Viceroy Filter the Smoke!

As your Dentist, I would recommend Viceroy.
MARILYN MONROE says,
"Yes, I use
Lustre-Creme Shampoo"
“I’ve been a police officer for nine years. I’ve seen countless murder scenes, assisted detectives in tracking down criminals, and put countless delinquents behind bars. You can trust me to find this assailant on my own.”
Ethos

Ethos - the speaker’s credibility and character

Why would we trust her for advice about shampoo?

How does this picture try to make us like her?
Ways to Develop Ethos

Show credibility
- Experience
- Education

Show strong, likable character
- Humor
- Self-Confidence

Relate to the audience
- Speak how they speak
- Show that you care about what they care about
1960 ELECTRIC SHOPPER

- All Electric
- 2 passengers
- 30 miles on single battery charge
- Operates for 1c per day
- Dependable for more than 25 years

Write for specifications and prices

ELECTRIC CAR CO. OF CALIFORNIA, INC.
495 Alamitos Ave.
Long Beach, Calif.
Genetically modified seeds have caused poverty, hunger, and a decline in bio-diversity everywhere they have been introduced, so there is no reason the same thing will not occur when genetically modified corn seeds are introduced in Mexico.
Logos

logos - the speaker uses logical reasoning

What facts does this present?

What sorts of persuasion (rhetoric) does the ad leave out?
Ways to Develop Logos

Logical thinking
- Cause and effect
- Analogy
- Reasoning

Present evidence
- Facts
- Statistics
- Charts, graphs

iPhone 5 is made with a level of precision you'd expect from a finely crafted watch — not a smartphone.
YOUR WORDS HAVE POWER
USE THEM WISELY.
Meet Otis.

Otis lives in a shelter. He sleeps a lot.
There isn’t much else to do.
When people walk by, Otis opens
his eyes and wags his tail.
Then they leave. So he eats. And waits.
And remembers. The smell of home,
scratches from his owner, a squirrel
he used to chase. Then he gets tired.
And sleeps again. When you buy
PEDIGREE® we make a donation to help
dogs like Otis find loving homes.
Help us help dogs.

The PEDIGREE Adoption Drive®
from Maya Angelou’s “Caged Bird”

“The free bird thinks of another breeze and the trade winds soft through the sighing trees and the fat worms waiting on a dawn-bright lawn and he names the sky his own

But a caged bird stands on the grave of dreams his shadow shouts on a nightmare scream his wings are clipped and his feet are tied so he opens his throat to sing.”
Pathos

pathos - the speaker creates emotion in the audience

What emotions does this create?

What sorts of persuasion (rhetoric) does the ad leave out?
Ways to Develop Pathos

Call upon strong emotions
- Fear, love
- Religion, family, country

Paint a picture
- Writing - Imagery
- Pictures - Disturbing or attractive
- Videos - Dramatic music

Simplify
- Focus on feeling, not facts
Logos = logic

Logos is an argument based on facts, evidence and reason.

Using logos means appealing to the readers’ sense of what is logical.
REVIEW

• Ethos = Ethics / Image
• Ethos is an argument based on character.
• The writer or speaker presents him or herself to the reader as credible, trustworthy, honest and ethical.
REVIEW

• Pathos = argument based on feelings

• Using pathos means appealing to readers’ emotions and feelings.

The story of Mamadou is not unique. Without your help, 438,000 children will suffer and die from Malaria this year alone.
LET'S SEE WHAT YOU REMEMBER!

Hello, I have been a professional dentist for the past twenty years. I earned my doctoral degree from Tufts University School of Dental Medicine; I recommend these whitening strips because they really work.

Create your own at Storyboard That
LET’S SEE WHAT YOU REMEMBER!

Many children go to school, but, unfortunately, not all children get this chance. You can help these kids get the education they deserve by donating pennies a day.
LET’S SEE WHAT YOU REMEMBER!

According to a recent study, 80% of people who go to Michigan State University graduate with their Master’s degree. Attend today, your future is waiting!
Get out the article you got yesterday in class!

Let’s find examples of these strategies in the article!