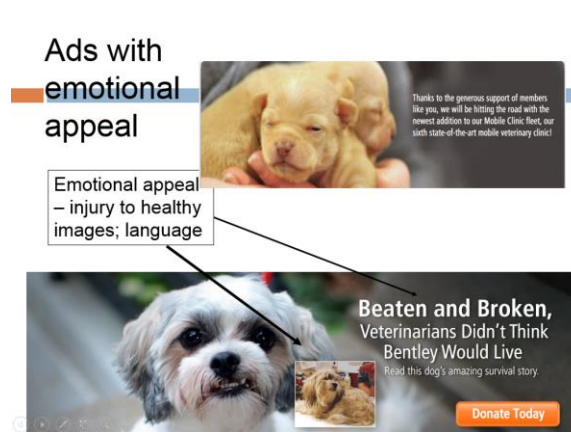


Gallery Walk, Station 1

The Greek philosopher Aristotle claimed that there are three ways to appeal to people: Emotionally, Logically, and Ethically. This station focuses on the first.

It is known as **PATHOS**, or **EMOTIONAL APPEAL**. Look over the following example of Pathos. Notice that they focus is on the audience.

Example #1:



Example #2:

A political ad shows the candidate wearing a hard hat at the steel workers' company picnic and pitching horseshoes in her back yard.

Example #3:

"I am not unmindful that some of you have come here out of great trials and tribulations. Some of you have come fresh from narrow jail cells. And some of you have come from areas where your quest -- quest for freedom left you battered by the storms of persecution and staggered by the winds of police brutality. You have been the veterans of creative suffering. Continue to work with the faith that unearned suffering is redemptive. Go back to Mississippi, go back to Alabama, go back to South Carolina, go back to Georgia, go back to Louisiana, go back to the slums and ghettos of our northern cities, knowing that somehow this situation can and will be changed."

"I Have a Dream" by Martin Luther King Jr. August 28th, 1963.

Notes:

Based on what you see, how could you define Pathos or Emotional Appeal? Exactly what is the author trying to do?

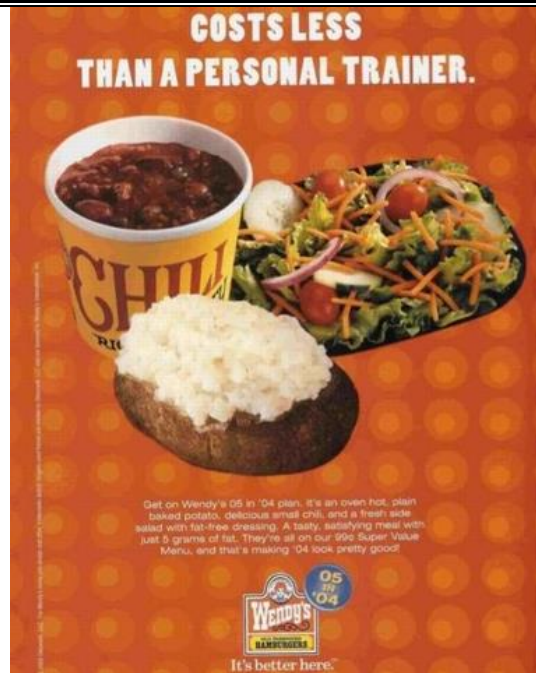
Prompt: Identify two examples of emotional appeal that have been used for persuasive purposes, such as advertisements, political or historical speeches, etc.

Gallery Walk, Station 2

The Greek philosopher Aristotle claimed that there are three ways to appeal to people: Emotionally, Logically, and Ethically. This station focuses on the second.

It is known as **LOGOS**, or **LOGICAL APPEAL**. Notice that the focus here is on the message.

Example #1:



Example #2:

An anti-smoking ad lists the negative health effects of smoking, such as the possibility of cancer, suppressed immune function, possibility of gum and lung diseases, and raised blood pressure.

Example #3:

"However, although private final demand, output, and employment have indeed been growing for more than a year, the pace of that growth recently appears somewhat less vigorous than we expected. Notably, since stabilizing in mid-2009, real household spending in the United States has grown in the range of 1 to 2 percent at annual rates, a relatively modest pace. Households' caution is understandable. Importantly, the painfully slow recovery in the labor market has restrained growth in labor income, raised uncertainty about job security and prospects, and damped confidence. Also, although consumer credit shows some signs of thawing, responses to our Senior Loan Officer Opinion Survey on Bank Lending Practices suggest that lending standards to households generally remain tight."

The Economic Outlook and Monetary Policy by Ben Bernanke. August 27th, 2010.

Notes:

Based on what you see, how could you define Logos or Logical Appeal? Exactly what is the author trying to do?

Prompt: Identify two examples of logical appeal that have been used for persuasive purposes, such as advertisements, political or historical speeches, etc.

Gallery Walk, Station 3

The Greek philosopher Aristotle claimed that there are three ways to appeal to people: Emotionally, Logically, and Ethically. This station focuses on the third.

It is known as **ETHOS**, or **ETHICAL APPEAL**. Note that the focus here is on the author/speaker.

Example #1:



Example #2:

"Our expertise in roofing contracting is evidenced not only by our 100 years in the business and our staff of qualified technicians, but in the decades of satisfied customers who have come to expect nothing but the best."

Example #3:

"I will end this war in Iraq responsibly, and finish the fight against al Qaeda and the Taliban in Afghanistan. I will rebuild our military to meet future conflicts. But I will also renew the tough, direct diplomacy that can prevent Iran from obtaining nuclear weapons and curb Russian aggression. I will build new partnerships to defeat the threats of the 21st century: terrorism and nuclear proliferation; poverty and genocide; climate change and disease. And I will restore our moral standing, so that America is once again that last, best hope for all who are called to the cause of freedom, who long for lives of peace, and who yearn for a better future."

Democratic Presidential Candidate Acceptance Speech by Barack Obama. August 28th, 2008.

Notes:

Based on what you see, how could you define Ethos or Ethical Appeal? Exactly what is the author trying to do?

Prompt: Identify two examples of logical appeal that have been used for persuasive purposes, such as advertisements, political or historical speeches, etc.

Gallery Walk, Station 4

There are a plethora of rhetorical techniques that help a speaker accomplish his or her purpose. This station focuses on two of them: 1) Hard Evidence and 2) Expert Opinion.

Hard Evidence—

**Now Clinically Proven
As Effective as Floss
Against Plaque and Gingivitis**

New clinical studies prove that the antimicrobial action of Listerine® is as effective as flossing

Significant reductions in plaque buildup and clinically comparable reductions in gingivitis*^{1,2}

Percent Reductions	Brushing & Listerine® vs Floss	Brushing & Floss
Interproximal Plaque Buildup (up to)	37.5% ¹	3.4% ²
Interproximal Gingivitis (up to)	11.1% ¹	8.3% ²

To review clinical studies, visit www.listerineprofessional.com
*1. Based on plaque and gingivitis scores for each product in two separate 12-week clinical studies in a 100 to moderate gingivitis population when compared to a negative control at study endpoint.
† p < 0.05
‡ p < 0.01
When brushing and flossing are not enough.

Expert Opinion—

New Advanced Formula

**24-HOUR
DAILY SENSITIVITY
PROTECTION**

"I recommend twice daily use of Sensodyne to provide continuous sensitivity protection."
Dr. Li Jun Ru, Dentist

Brush twice daily for continuous protection.

SENSODYNE Fresh Mint

SENSODYNE® is Singapore's No. 1 selling toothpaste for sensitive teeth.

Notes: Based on what you see here, what must it mean to use Hard Evidence?

Notes: Based on what you see here, what must it mean to use Expert Opinion?

Prompt:

Identify an example of hard evidence and an example of expert opinion that have been used for persuasive purposes, such as advertisements, political or historical speeches, etc.

OR

Imagine you are trying to convince your principal to allow for lunch off campus, and you decide to use both hard evidence and expert opinion. Hypothetically, what times of research might you find? Identify one of each technique.

Gallery Walk, Station 5

There are a plethora of rhetorical techniques that help a speaker accomplish his or her purpose. This station focuses on two of them: 1) Anecdote/Narration and 2) Imagery

Anecdote/Narration –

An anecdote use at the beginning of a commercial for acne medication and cover-up:

It's the morning of my junior prom, a day I had been anticipating for weeks. I awaken to the sweet smell of cinnamon and pancakes wafting through the warm house. From the window, I can hear birds chirping and the sound of the leaves batting at one another as the spring winds blow. I wipe my tired eyes with my warm fist. And suddenly, I feel something on the tip of my nose—something that should not be there. I race to the mirror to discover a ghastly red and swollen blemish that had taken my face hostage! I ran crying to my mother, but, as usual, she came to the rescue. She climbed the wooden stairs to her bathroom, pulled out ACNE MIRACLE and used it on my nose. By the time my date picked me up, that ugly blemish was barely visible. Thanks, ACNE MIRACLE!

Imagery—

Same anecdote with the imagery in bold.

It's the morning of my junior prom, a day I had been anticipating for weeks. I awaken to the **sweet smell of cinnamon and pancakes** wafting through the **warm** house. From the window, I can hear **birds chirping** and the **sound of the leaves batting at one another** as the spring winds blow. I wipe my **tired eyes** with my **warm fist**. And suddenly, I feel something on the tip of my nose—something that should not be there. I race to the mirror to discover a ghastly **red and swollen** blemish that had taken my face hostage! I ran crying to my mother, but, as usual, she came to the rescue. She climbed the **wooden stairs** to her bathroom, pulled out ACNE MIRACLE and used it on my nose. By the time my date picked me up, that ugly blemish was barely visible. Thanks, ACNE MIRACLE!

Notes: Based on what you see here, what must it mean to use an anecdote or narration?

Notes: Based on what you see here, what must it mean to use Imagery?

Prompt:

Identify an example of an anecdote and an example of imagery that have been used for persuasive purposes, such as advertisements, political or historical speeches, etc.

OR

Imagine you are trying to convince your best friend to let you borrow his or her fancy new car, and you decide to use both narration/anecdote and imagery. Identify how you would use each.

Gallery Walk, Station 6

There are a plethora of rhetorical techniques that help a speaker accomplish his or her purpose. This station focuses on two of them: 1) Cause and Effect and 2) Repetition.

Cause and Effect—



Repetition—



“We can never be satisfied as long as the Negro is the victim of the unspeakable horrors of police brutality. **We can never be satisfied** as long as our bodies, heavy with the fatigue of travel, cannot gain lodging in the motels of the highways and the hotels of the cities. **We cannot be satisfied** as long as the negro’s basic mobility is from a smaller ghetto to a larger one.”

“I Have a Dream,” Martin Luther King, Jr.

Notes: Based on what you see here, what must it mean to use Cause and Effect?

Notes: Based on what you see here, what must it mean to use Repetition?

Prompt:

Identify an example of cause and effect and an example of repetition that have been used for persuasive purposes, such as advertisements, political or historical speeches, etc.

OR

Imagine you are trying to convince your teacher to allow you to turn in an assignment late, and you decide to use both cause and effect and repetition. Identify how you would use each.

Gallery Walk, Station 7

There are a plethora of rhetorical techniques that help a speaker accomplish his or her purpose. This station focuses on two of them: 1) Comparison and Contrast and 2) Rhetorical Question.

Comparison and Contrast—



Rhetorical Question—



“Can we forge against these enemies a grand and global alliance, North and South, East and West, that can assure a more fruitful life for all mankind? Will you join in that historic effort?” –JFK Inaugural Address

Notes: Based on what you see here, what must it mean to use Comparison and Contrast?

Notes: Based on what you see here, what must it mean to use Rhetorical Questions?

Prompt:

Identify an example of comparison and contrast and an example of a rhetorical question that have been used for persuasive purposes, such as advertisements, political or historical speeches, etc.

OR

Imagine you are trying to convince a company to donate money to a charity about which you are passionate, and you decide to use both comparison and contrast and a rhetorical question. Identify how you would use each.

Gallery Walk, Station 8

There are a plethora of rhetorical techniques that help a speaker accomplish his or her purpose. This station focuses on two of them: 1) Counterargument and 2) Refutation. These two are partners and are essential in argument.

Counterargument—Recognizing the opposing side’s arguments (see bold)

*“Mr. Smith says that school should be **year round**, but school should last for only nine months, because students need time off to do other things like play sports and go on family vacations. Therefore, year-round school is bad for students.”*

Refutation—arguing directly against the counterargument (see bold) by providing evidence. Refute means to prove wrong.

*“Mr. Smith says that school should be year round, **but school should last for only nine months, because students need time off to do other things like play sports and go on family vacations. Therefore, year-round school is bad for students.**”*

Notes: What does it mean to use a counterargument?

Notes: What does it mean to refute a counterargument?

Prompt:

Imagine that your parents do not agree with your post-high school plans. Present a counterargument and refutation you might use to sway their thinking.