

THE RHETORICAL SITUATION

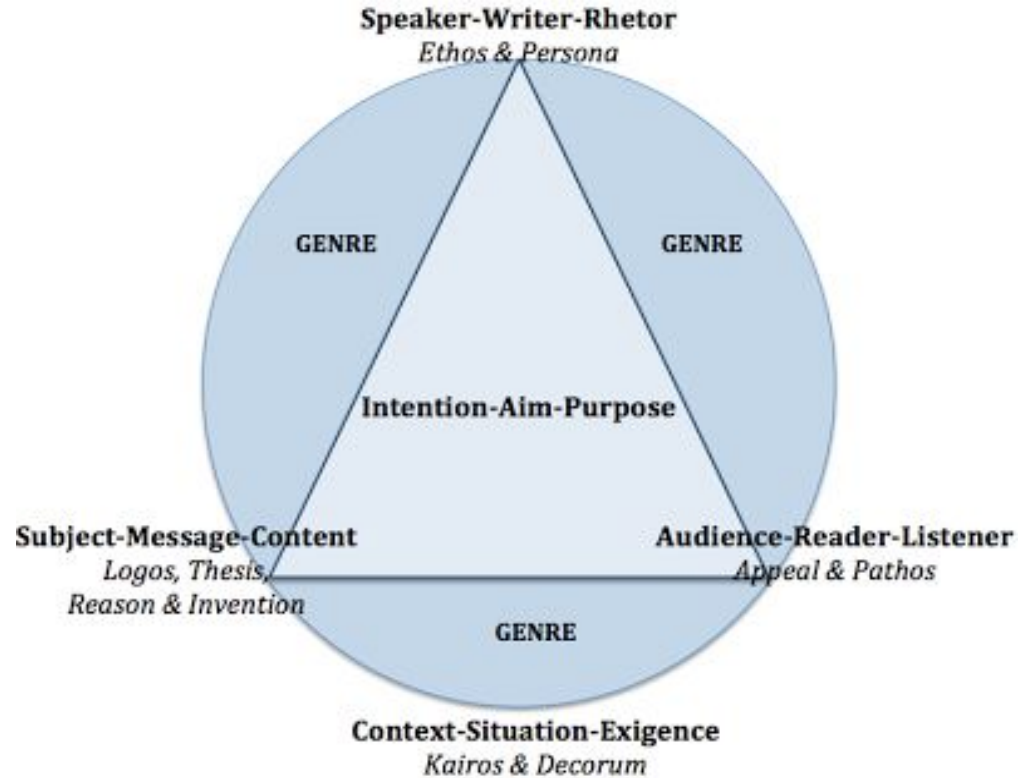
The art of persuasion

WHAT IS A RHETORICAL SITUATION?

It's got a big word with a
weird H in it.

- The context of a persuasive act
 - Speaker
 - Audience
 - Subject
 - Purpose
 - Situation
 - Genre
-

THE RHETORICAL TRIANGLE



THREE RHETORICAL APPEALS

- Ethos
 - Appeals to audience's sense of credibility
 - The character & credibility of the author/speaker/creator
- Pathos
 - Appeals to audience's emotions
 - Any sort of feeling
- Logos
 - Appeals to audience's sense of logic
 - Data, facts, quotes, examples, etc.

IN REAL LIFE

PERSUADE HER TO LET ME TAKE HER ON A DATE. **ME**

PURPOSE SPEAKER

ETHOS
LOGOS
PATHOS

HANNAH. JUST MOVED TO NEW APARTMENT. LIKES PHOTOGRAPHY (DOESN'T KNOW I KNOW THAT. INSTA STALKED HER), WORKS A LOT, SINGLE, LIKES CHINESE FOOD, HAS A DOG

ETHOS: I DON'T WANT TO COME ON TOO STRONG OR PRESSURE. JUST A FRIENDLY OUTING. I AM KIND OF COOL SOMETIMES.

LOGOS: IT'S FREE FOOD. A BREAK FROM WORK. A GOOD, LOW-STRESS TIME.

PATHOS: IT WILL BE FUN!

smart move. haha
well hey, i hate to come on too strong here but if you ever could use a stress-free night after work or need some food to keep you alive while you're moving into your new apartment, i would love to take you to dinner. it would be fun and a great way for me to see your dog, which is low key why i'm doing this. 🐶

Delivered

Hey that would be great!
How about Friday night? I get off work at 6:00. I'll be sure to bring Winston. 😊



iMessage



ANALYZING THE RHETORICAL SITUATION

With PASTA

P: Purpose

A: Audience

S: Subject

T: Tone

A: Author's Bias

PURPOSE

- The goal or intention of the author/speaker/creator
- A statement of the purpose followed by “in order to”
 - Ex. Mrs. A wanted to educate her students about the rhetorical situation in order to help them successfully persuade their audiences through their SAT Essays.

AUDIENCE

- The listener, viewer, reader, etc.
- What knowledge, feelings, or values might the audience have?
 - Ex. Juniors

SUBJECT

- The overall topic of the text/speech/presentation/video
 - Ex. The rhetorical situation

TONE

- The author's attitude toward the subject/audience
- A feeling word or words
 - Ex. Mrs. A's attitude toward her students is caring, understanding, sympathetic, hopeful, semi-informal, honest, etc.
 - Ex. Mrs. A's attitude toward the rhetorical situation is serious, etc.

AUTHOR'S BIAS

- A bias = an opinion or prejudice that...
 - Affects the author's writing/presentation/speech/video
 - Prevents the author from being completely neutral about the topic
- Shown in evidence & word choice
 - Does the author show more positive/negative info for one side than the other?
 - Does the author use more positive/negative words when referring to one side than the other?