EVERYTHING’S AN ARGUMENT

CHAPTER 1-4
WARM UP

• Clearly fill in the seating chart when it comes around.
• Have you recently read a post, tweet, snap or seen an image, a cartoon, an Instagram, etc., that had a definite argument? Sometimes they are funny, sometimes they are biting, sometimes they are inspirational, sometimes they are puzzling! Scour your social media and/or recent searches and find an “argument“ to share with your neighbor and maybe the class!
COLLEGE ESSAY ASSIGNMENT

• Assignment sheet
• Read Kurt Vonnegut “How to Write with Style” silently (5-7 min.)
• Discuss with a neighbor
  • What were the points you already knew? (check)
  • What were the points you didn’t know? (?)
  • What new thing do you feel most comfortable trying? (*)
REAL WORLD

How does the study of rhetoric...

• connect to your college essay?
• affect you personally, daily?
• affect your life in the long run?
4 MAIN RHETORICAL APPEALS

• Pathos
• Ethos
• Logos
• Kairos
KAIROS

Authors/creators seize an **opportuné moment**—called a “kairotic moment”; using what is **trending**.

https://www.youtube.com/watch?v=eQmfd-KSJSQ
Authors/creators choose an emotional appeal to elicit feelings within the audience.

- Anger, frustration
- Sympathy
- Fear
- Humor

These emotional appeals cannot be overblown because they could turn into a fallacy.
“YOU CAN’T HANDLE THE TRUTH”

• Jack Nicholson, Colonel Jessup, talks about the underside of uniformed defense. Jessup has been called in to testify in court-martial proceedings.

• Lieutenant Kaffee, played by Tom Cruise, holds him in the witness stand against his will.

• Their contretemps intensifies when Kaffee presses Jessup on the fate of a soldier assaulted to death: *Was he, as Kaffee suspects, slain under the orders of the colonel?*

• Examine WHAT they say, HOW they say it, and what each man makes you FEEL.
“YOU CAN’T HANDLE THE TRUTH”

https://www.youtube.com/watch?v=9FnO3igOkOk
“BACK TO INNOCENCE”

• When are intense emotions effective?
• What are the elements of this film that make it unique?
• Is the call for sympathy, fear, and action effective?
• Does it mix in other appeals too?
“BACK TO INNOCENCE”
ETHOS
Authors/creators choose an appeal to credibility to assure audiences of their claim’s validity.

• [https://www.youtube.com/watch?v=0pYoyQCau5k](https://www.youtube.com/watch?v=0pYoyQCau5k)
  • Does this work?

• Authors use:
  • People
  • Organizations
  • Historical documents
  • Legal precedent

• To create:
  • A character reference
  • Trustworthiness/credibility
  • Authority
LOGOS

Authors/creators choose a logical appeal to reveal the facts supporting a claim
Types:
• Facts
• Stats
• Surveys/polls
• Testamony/narratives
• Logical reasoning
• Legal precedent
• Analogies
LOOK FOR APPEALS, STRATEGIES, EXAMPLES OF TERMS

https://www.youtube.com/watch?v=xNzXze5Yza8
LEARNING STYLES

• Surface
• Strategic
• Deep

• Motivations
• Goals
• What does that look like?