

# CS 4001: Computing, Society & Professionalism

Munmun De Choudhury | Assistant Professor | School of Interactive Computing

# Week 10: Rhetorical Tools and Claims

## March 16, 2017

# How to Move your Audience?

- Rhetorical tools:
  - Logos
  - Ethos
  - Pathos
  - Kairos
- Improve the effectiveness of your arguments through deeper understanding of audience based reasons

# What is Ethos?

- Ethos refers to the expertise and trustworthiness of the source.
- Does the author or the person talking to you in the article sound credible?
- Does he or she sound like an expert?
- How can you tell?
- Ethos is an appeal to ethics, motivating an audience toward belief by way of the speaker's trustworthiness and credibility.

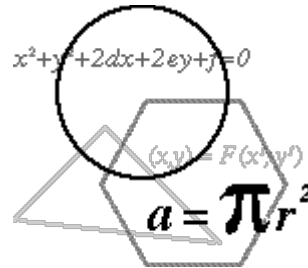


## Examples of Ethos:

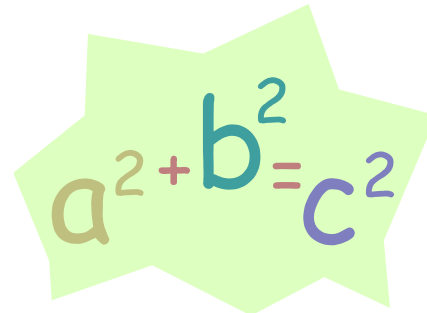
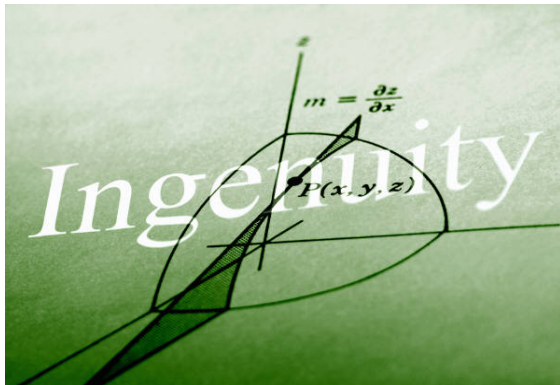
- The speaker describes actual firsthand experience with the topic
- The speaker knows someone who has experienced the topic
- The speaker is able to cite experts in the field
- The speaker sounds well-informed
- The speaker is able to provide historical background
- The speaker knows the latest facts and statistics available
- The speaker knows the most current thinking on the topic
- The speaker is able to predict new angles , approaches, modes of thinking, or trends on the topic



# What is Logos?



Logos refers to the actual facts, statistics, and examples an author or a person in an ad uses to back up his point and make himself sound credible, or full of Ethos.





## Examples of Logos:

- The actual quotes from experts and others who have experienced the topic firsthand or information he gives you about his own experience
- The actual historical or background information on the topic
- The actual facts, statistics
- The current trends or modes of thinking on the topic
- The actual predictions



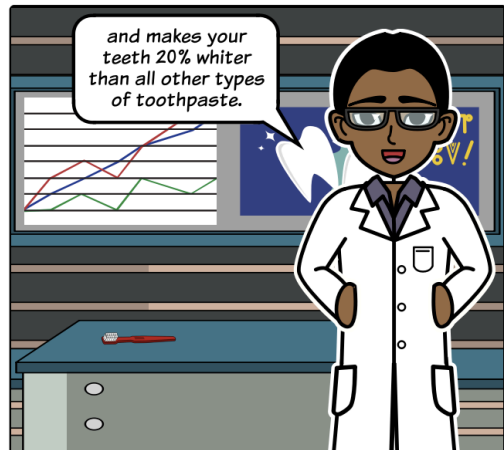
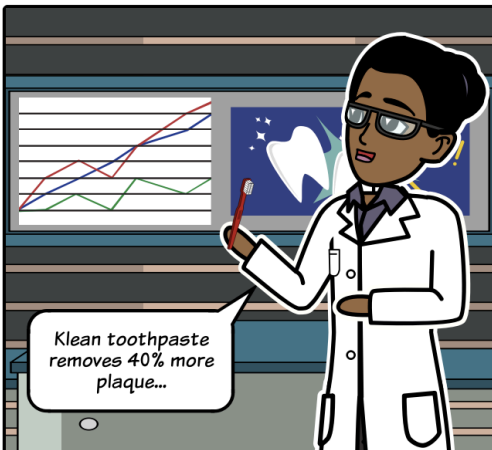
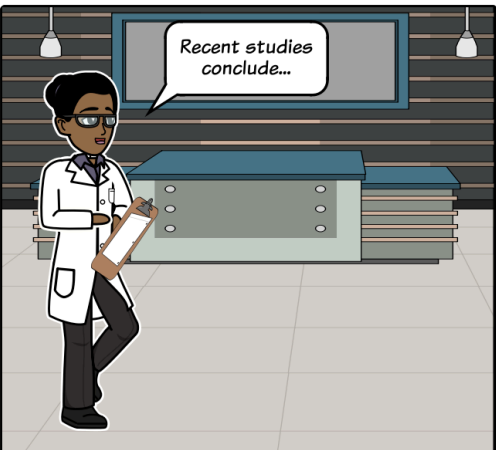
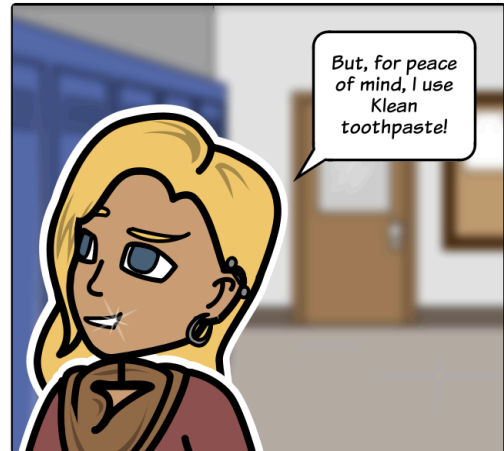
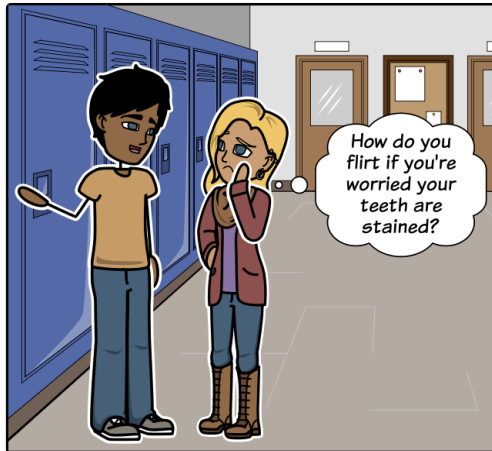
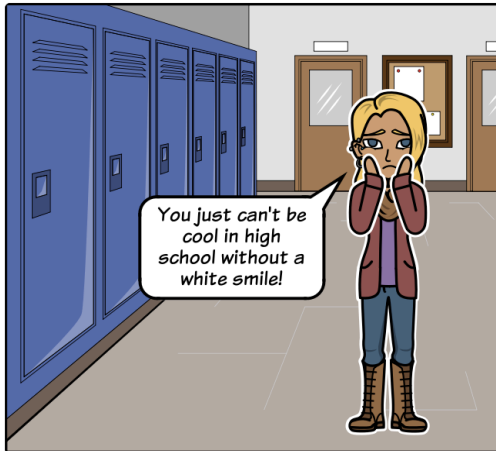
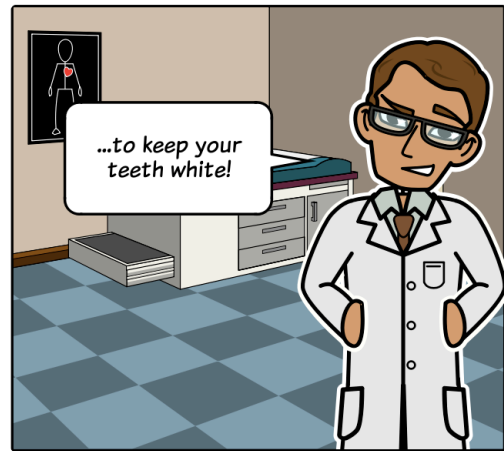
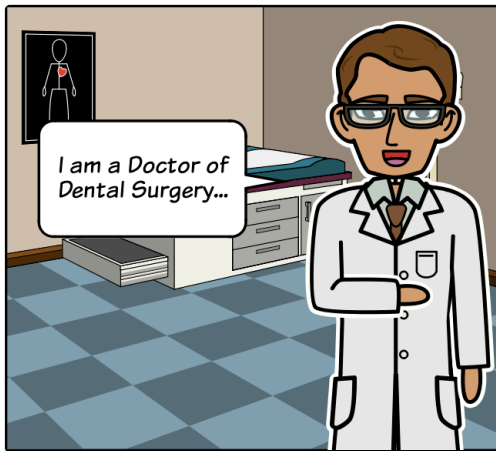
# What is Pathos?

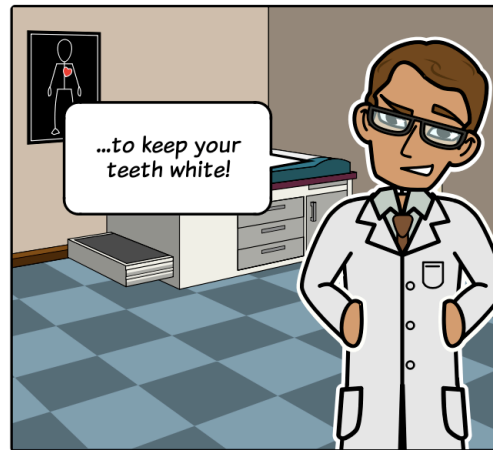
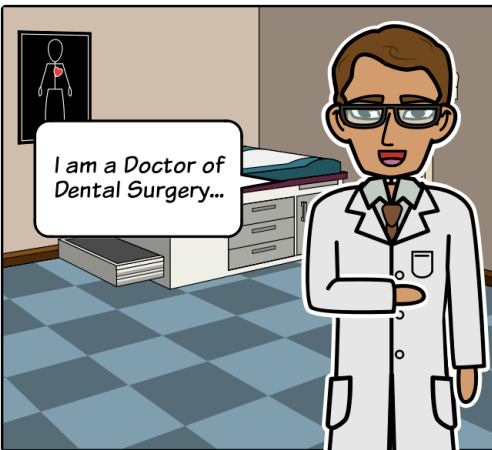
- Pathos refers to the author's or speaker's ability to pull at your heartstrings and/or entertain you.
- It is the tool we use to:
  - make people feel warm and fuzzy inside,
  - remind them of fond memories,
  - titillate them,
  - bring them to tears,
  - and even simply to make them laugh.
- Most of the best speeches and writings out there have pathos in them.



## Examples of Pathos:

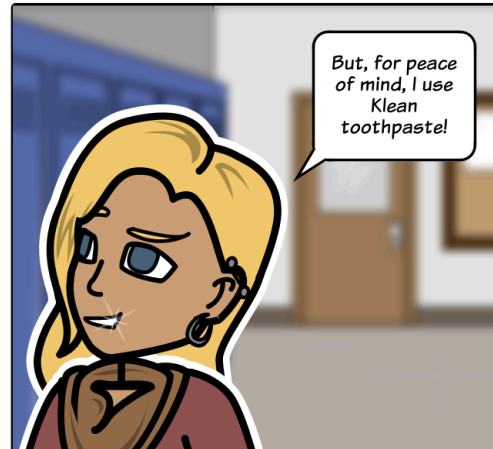
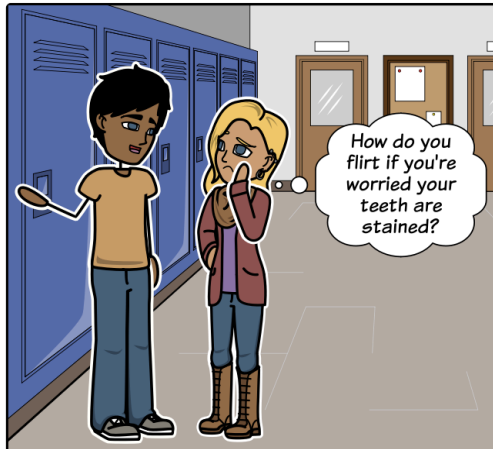
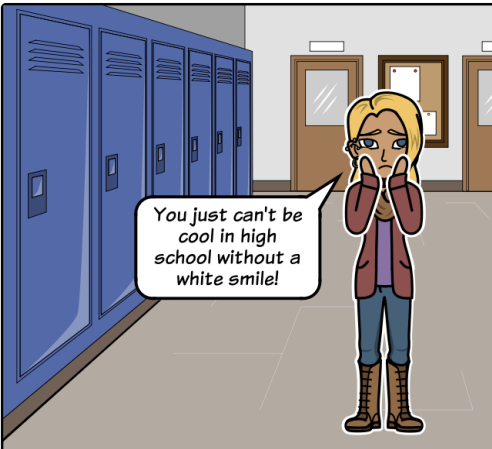
- an ad for a wedding boutique that is done through the father's eyes as he remembers his daughter as a little girl, as a teenager, and now he sees her before him as a fully grown woman, dressed in her white gown
- a speech given by a mother who lost her son to a drunk driving accident
- an article that shows hamsters going for a joyride in a car
- a politician who tells you a story about a real woman who died of cancer because she had no health care





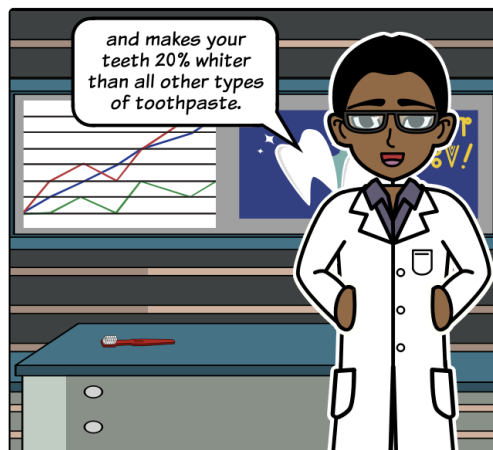
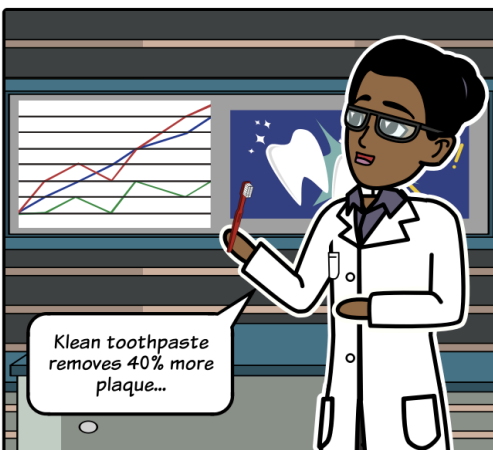
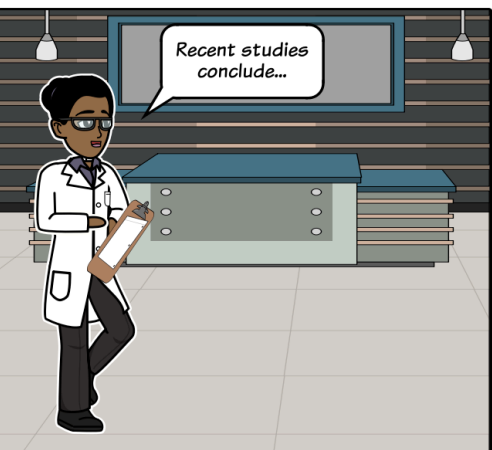
**Ethos appeals to:**

- Intelligence
- Virtue
- Morals
- Perception of trustworthiness



**Pathos appeals to:**

- Emotions
- Biases and prejudices
- Senses
- Motivations



**Logos utilizes:**

- Evidence
- Testimony
- Statistics and Data
- Universal truths



# Class Discussion: Prius Ad



Go Green  
Go Prius

Go on the road trip you always dreamed of, without spending your savings on gas. Invest wisely and buy the 3rd Generation Toyota Prius Hybrid, taking you around faster for less.

Make your gas last longer.  
Make your savings last longer  
Make your dreams come true

Go Prius.

3rd generation Toyota Prius Hybrid.  
For a test drive, please call  
your nearest Toyota dealership  
1-800-786-7651  
www.toyota.com



# Class Activity 1



# How Audience-Based Reasons Enhance Logos, Ethos and Pathos

- Who is your audience?
- How much does your audience know or care about your issue?
- What is your audience's current attitude toward your issue?
- What will be your audience's likely objections to your argument?
- What values, beliefs, or assumptions about the world do you and your audience share?



# Types of Claims

# Five Types of Claims

Claims of Definition  
Claims of Resemblance  
Claims of Cause  
Claims of Value  
Claims of Policy

- Virtually all arguments can be categorized according to one of five types of claims.
- Claims can be identified by discovering the question the argument answers.
- As we browse the types, notice how the questions all invite different purposes and different points of view.
- They all lead to argument.

# Claims of Definition:

- What is it?
- How should we define it?
- What is it like?
- How should it be classified?
- How should we interpret it?
- How does its usual meaning change in a particular context?

# Definition Claims:

- We are considering definition claims that dominate the argument as a whole.
- Definition is also used as a type of support, often at the beginning, to establish the meaning of one or more key words.

# Definition Claims:

- The entire argument can center around the definition of a term.
- When you argue that an athlete who receives compensation for playing a sport is “professional,” and thereby loses “amateur” status, you are making a claim of definition.

# Definition Claims: Examples

- Marriage as an institution needs to be redefined to include modern variations on the traditional family.
- Some so-called art exhibits could more accurately be described as pornography exhibits.
- The fetus is a human being, not just a group of cells.

# Definition Claims: Examples

- Wars in this century can all be defined as “just” rather than “unjust” wars.
- Sexual harassment is defined in terms of behavior and not sexual desire.
- Note that arguments introduced by these claims will focus on the definitions of family, art, fetus, just war, and sexual harassment.



# Claims of Resemblance:

- Resemblance arguments compare one thing to another
- Two types of resemblance arguments:
  - Arguments by analogy, in which the arguer likens one thing to another by using a metaphor or imaginative comparison
  - Arguments by precedent, in which the arguer likens a current or proposed event or phenomenon to a previous event or phenomenon

# Ways of Structuring a Resemblance Argument

- Let the analogy or precedent itself create the desired rhetorical effect
- Elaborate on the relevant similarities between the given case and the analogy or precedent

# Resemblance Claims: Examples

- Opposition to gay marriage is like opposition to interracial marriage
- Steroid use to improve strength is similar to LASIK surgery that improves vision
- Women's obsessive dieting in America serves the same harmful function as footbinding in ancient China

# Claims of Cause:

- What caused it?
- Where did it come from?
- Why did it happen?
- What are the effects?
- What will probably be the results over the short and the long term?

# Cause Claims

- An organizational strategy commonly used for cause papers is to describe causes and then effects.
- Clear-cutting would be described as a cause that would lead to the ultimate destruction of the forests, which would be the effect.

# Cause Claims:

- Effects may be described and then the cause or causes.
- The effects of censorship may be described before the public efforts that resulted in that censorship.
- You may also encounter refutation of other actual or possible causes or effects.

# Cause Claims

- The type of support for establishing a cause-and-effect relationship is factual data, including examples and statistics that are used to prove a cause or an effect.
- Various types of comparison, including parallel cases in past history to show that the cause of one event could also be the cause of another similar even.

# Cause Claims

- Signs of certain causes and effects can also be used as well as hypothetical examples that project possible results.



# Clause Claims: Examples

- Overeating causes disease and early death
- A healthy economy causes people to have faith in their political leaders
- Sending infants to day care results in psychological problems later in life
- Inadequate funding for AIDS research will result in a disastrous worldwide epidemic
- Crime is caused by lack of family values

# Claims of Value:

- Is it good or bad?
- How bad?
- How good?
- Of what worth is it?
- Is it moral or immoral?
- Who thinks so?
- What do those people value?
- What values or criteria should I use to determine its goodness or badness?

# Value Claims

- When you claim that sororities and fraternities are the best extracurricular organizations for college students to join, you are making a claim of value.
- Claims of value, as their name implies, aim at establishing whether the item being discussed is either good or bad, valuable or not valuable, desirable or not desirable.

# Value Claims

- It is often necessary to establish criteria for goodness or badness in these arguments and then to apply them to the subject to show why something should be regarded as either good or bad.

# Value Claims: Examples

- Public school are better than private schools
- Science Fiction novels are more interesting to read than romance novels
- Dogs make the best pets
- Mercy Killing is immoral
- Computers are a valuable addition to modern society
- Viewing television is a wasteful activity

# Value Claims: Examples

- Contributions of homemakers are as valuable as those of professional women
- Animal rights are as important as human rights

# Claims of Policy:

- What should we do about it?
- How should we act?
- What should our future policy be?
- How can we solve this problem?
- What concrete course of action should we pursue to solve the problem?

# Policy Claims

- When you claim that all new students should attend orientation or that all students who graduate should participate in graduation ceremonies, you are making claims of policy.
- A claim of policy often describes a problem and then suggests ways to solve it.



# Policy Claims: Examples

- We should stop spending so much on prisons and start spending more on education
- Children in low-income families should receive medical insurance from the government
- Social security should be distributed on the basis of need rather than as an entitlement

# Policy Claims: Examples

- Every person in the United States should have access to health care
- Film-makers and recording groups should make objectionable language and subject matter known to prospective consumers

# Mixed Claims

- In argument one type of claim may predominate, but other types may also be present as supporting arguments or sub claims.
- It is not always easy to establish the predominant claim in an argument, but close reading will usually reveal a predominant type, with one or more other the other types serving as subclaims.

# Class Discussion: Identify Types of Claims

- Shooter video games are bad for kids
  - Because they are socially toxic
  - Because they have been shown to promote violence in some males
  - Because they desensitize users to violence in the same way that army training games do
- Our region should build a light-rail transportation system
  - Because light rail would get a substantial number of commuters out of cars
  - Because light rail has been successful in other regions
  - Because light rail is cost effective and environmentally sound



# Class Activity 2