

ETHOS, PATHOS, LOGOS

| ETHOS (ETHICS) | PATHOS (PASSION) | LOGOS (LOGIC) |
|---|--|---|
| CREDIBILITY AND TRUST | EMOTIONAL APPEAL | LOGICAL REASON/ ARGUMENT |
| EXAMPLES | EXAMPLES | EXAMPLES |
| QUOTES FROM PROFESSIONALS, CELEBRITY COMMERCIALS, CUSTOMER REVIEWS, ETC | PERSONAL EXPERIENCES, SYMPATHETIC STORIES, JOKES, PHOTOGRAPHS, ETC | STATISTICS, FACTS, LOGICAL ARGUMENTS, LOGICAL STRUCTURES, ETC |
| | | |



Rhetoric & Composition

Warning

If ALL of these are not completed by Friday, you will be AUTOMATICALLY DROPPED from the class.

Why?

You must understand why you are taking this course and it's relevance to your major.

You must also understand why this course is relevant outside of academics.

What you should do this week

Welcome Quiz

To remain enrolled in this course, it is required that you complete the Welcome Quiz and other assignments **by this Friday at 11:59 PM**. Failure to complete these items by the deadline will result in your automatic removal from the course.

Headshot

Email me your headshot picture with your **FULL NAME by Friday at 11:59 PM**.

Research for the week

You are expected to research each term or phrase and write down your findings and draw any models. This written preparation is mandatory for class participation.

Mbongi

Research all of the following:

- Mbongi
- Communication Model
- Dunning Kruger Effect
- Toni Morrison
- Find and write information on the History of Rhetoric.

- Write a paragraph on why do you think these were the terms assigned to you. Also explain why these items align with the topic. Explain this by detailing how it relates to your own life. Do not be generic.

Note: Students who do not bring their written research to class will not be able to participate.

Disclaimer

Always check Blackboard and your email for all official communication. This is not an official communication and only serves as a reminder.

Contact

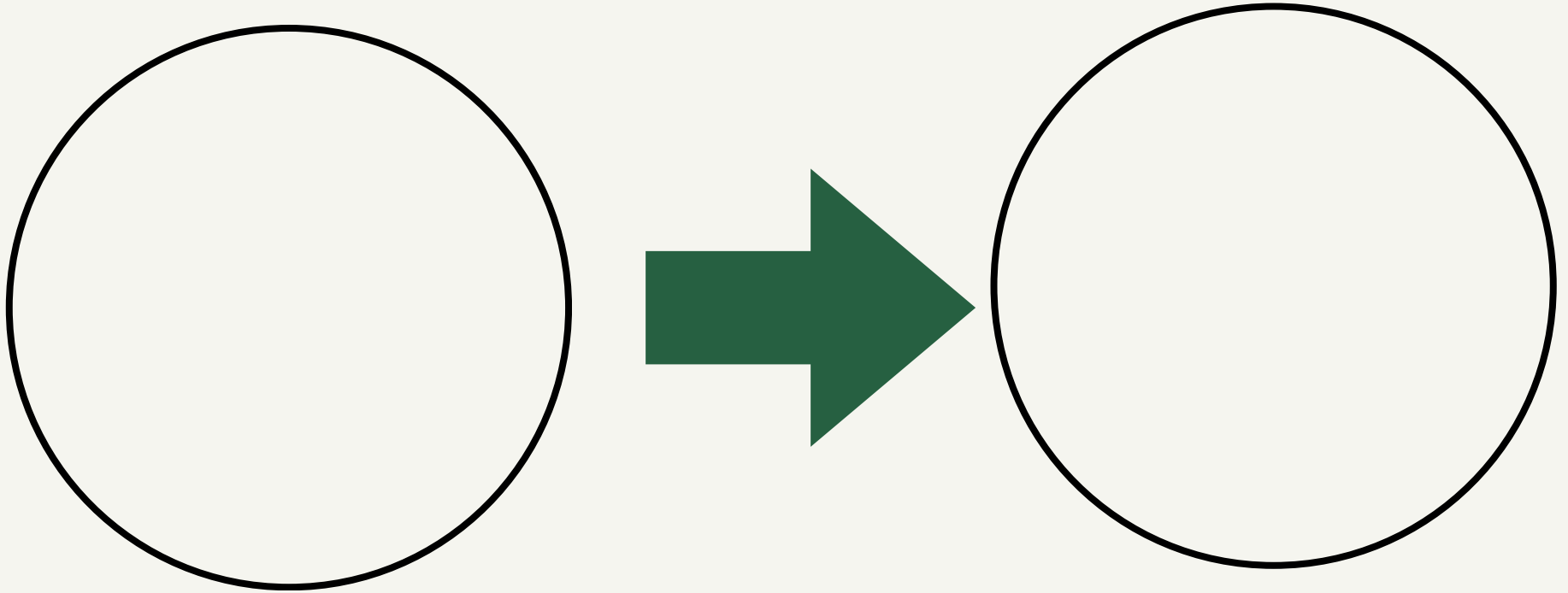
Contact me with any questions you have or if you need assurance. My email is on the Blackboard website.

Rhetorical Triangle

Label each of the 3 primary rhetorical appeals.

Define each.





Instructions

Label the communication model above.

Note: Only use the following words. You must use all and **not** more:

- sender
- receiver
- message
- noise

Communication Model