

MORE ON THE RHETORICAL TRIANGLE

So, not only does the rhetorical triangle help you organize your thoughts by outlining the message, figuring out your audience and who you want to present yourself (as the author) as, it helps you to understand and pick at an argument. You can look at whether the author is credible (ethos), how the message tries to manipulate the audience (pathos) etc...

Also, there are what we call “appeals”...appealing to your emotions (pathos) for example. Ever been given a guilt trip by a friend or parent? That’s an appeal to emotion. If I were to propose a business deal and lay out all the details and show you, point-by-point, how it would work...appeal to logic (logos). How about appeals to what is right or wrong....appeal to ethics (ethos), or, ever seen a toothpaste commercial “nine out of ten dentists recommend brand x” that’s also an appeal to ethos (credibility/ethics). **This is how/where you will analyze the post-apocalyptic text you find.** I’ve also give you a really good example of this. Yours does not have to be so long. You don’t need to introduce the idea of rhetoric/appeals or even describe the text. Jump right into the analysis since you’ve only got a page.