RHETORICAL

- the art of persuasion
- communication for a specific purpose

DEVICES

- tactics or tools that are used

RHETORICAL DEVICES

- **used to persuade in all of the various types of communication (e.g. casual conversations, speeches, essays, advertising, branding, etc.)**

RHETORICAL DEVICES

#1 - ETHOS

ETHOS

Ethos or ethical appeal means to convince an audience of the <u>credibility or character</u> of the author, speaker, company, etc.

ETHOS - General

- **Ethos is the Greek word for "character", and the word "ethic" is derived from ethos.**

- **Ethos can be developed by:**
  - **Being fair/unbiased or knowledgeable**
  - **Stating accomplishments/endorsements**
  - **Finding expert or reputable support**
  - **Emphasizing concern or values/morals**

ETHOS - General

- **Ethos is measured by:**

  - **Trustworthiness** *(perceived by audience)*

  - **Similarity** *(to the audience)*

  - **Authority** *(relative to the audience)*

  - **Expertise/Reputation** *(relative to topic)*

ETHOS - Trustworthiness

- An audience is more likely to be persuaded by someone who they can trust.

- Trustworthiness is enhanced if the audience believes someone has strong moral character - someone who is honest, ethical, generous, and/or benevolent, or someone who is a member of a group with which these qualities are often associated (i.e. pastor, firefighter, etc.).

ETHOS - Similarity

- An audience is more receptive to listening to or being persuaded by someone with whom they can identify.
- Shared characteristics could include:
  - Age, Gender
  - Race, Culture
  - Socio-economic status
  - Citizenship
  - Career or Affiliation
  - Personality

ETHOS - Authority

- **The greater a person's authority, formal *(e.g. an elected official)* or moral *(e.g. Gandi)*, the more likely an audience is persuaded.**

- **Types of authority could include:**
  - **Organizational - CEO, manager**
  - **Political - prime minister, leader**
  - **Religious - priest, nun**
  - **Educational - principal, professor**
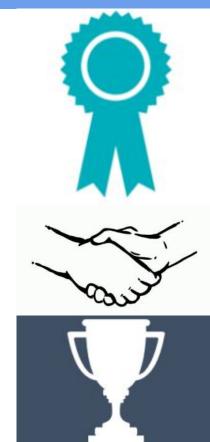 - **Elder - anyone older**

ETHOS - Expertise/Reputation

- **Expertise is what is known about the topic.**
- **Reputation is what the audience knows about what is known about the topic.**
- **Reputation could be determined by:**
  - **Experience in the field**
  - **Proximity to the topic or concept**
  - **Production in the field**
  - **Demonstrated skill(s)**
  - **Achievements/Awards**
  - **Recognition from others in the field**

ETHOS - Examples

- **TOMS one-for-one model**
- **telling a younger sibling what to do**
- **teacher speaking to students**
- **athletes/celebrities endorsements**
- **similar people group with those like them**
- **do what your role model does**
- **politicians establishing credibility or pointing out opponents lack of credibility**
- **trusting our doctors or medical providers**
- **peer-to-peer communication (Suicide Prev.)**

ETHOS - Examples

- **Cross-branding - brands establishing trust**
- **Influencers, athletes, celebrities used to endorse specific products or brands**
- **Companies using awards won to prove that they are reputable (car brands)**
- **Models used to represent their audience**
- **Politicians showing credibility or the lack thereof**
- **Parents telling you to do something cause they're older - and collaborations**

ETHOS - Examples

- **Reading books by authors who are similar**
- **Athletes/celebrities used for endorsements**
- **Transparent companies**
- **Telling younger siblings what to do**
- **Political figures using credibility to establish support**
- **Job interviews using resumes and past experiences**
- **Models used to reflect audience (similarity)**
- **TOMS One-for-One model**

ETHOS - Examples

- **Bonding/trusting with similar races and/or background**
- **Merit, award-winning companies/products**
- **Politicians are trusted by people with similar values or stances**
- **Companies will use happy customers**
- **Celebrity endorsements or spokespeople**
- **Using your own chores to earn an incentive**
- **Well-respected business people**
- **TOMS one-for-one model**