Persuasive Appeals — Rhetorical Devices [Or how to get what you want!]

1. Logical Appeals — Body paragraphs should use logical appeals
   A. <u>Induction:</u> Conclusion reached by repeated observations (5-paragraph essays use this structure)
      Example A + Example B + Example C = Conclusion

   B. <u>Deduction:</u> (like geometry proofs) Facts inferred from premises
      Based on syllogisms (See below)

      Major premise: A + B <u>Fluoride</u> <u>prevents cavities</u> ⎤
      Minor premise: C + A <u>Crest</u> has <u>fluoride</u>.   ⎬ Syllogism
      Conclusion: C + B <u>Crest</u> <u>prevents cavities.</u> ⎦

      (annotations: A + B over "Fluoride prevents cavities"; C + A over "Crest has fluoride"; C + B over "Crest prevents cavities")

   C. <u>Cause and Effect</u>: If A...., then B.....
      Do the effects logically follow from the causes?
      Have all the causes been considered?

2. Ethical Appeals — Body paragraphs should use ethical appeals. Conclusions can draw upon the power of ethical appeals. The following are the most common ethical appeals; however, ethical appeals may include any values shared in a given society.

   A. <u>Trustworthiness</u> – Good moral character. "You can trust me." Encompasses integrity, honesty, reliability, responsibility

   B. <u>Expertise</u> – Good sense. "I know what I'm doing."
      1. Experience
      2. Knowledge

   C. <u>Good will</u> – "I care about you." "I'll do what is in your best interests."

3. Emotional Appeals – Best used for introductions and conclusions. Effective in the short term, but lack the staying power of logical and ethical appeals because people get the "gut reaction first," yet they can be very powerful. These tend to be more trendy because they are more ephemeral (short-lived).

   A. Fear

   B. Humor

   C. Greed (sometimes cheapskate)

   D. Snob appeal

   E. Hope

   F. Sex

   G. Pity

   H. Bandwagon

   I. Patriotism

   J. Health

   K. Environmental

   L. Cute (kids, animals, etc.)

   M. New trend = noncommercial. Only gives logo

   N. Maslow's Hierarchy of Needs: Basic needs to Safety Needs to Belonging to Self-Esteem to Self-Actualization