Argument: fight as persuasion

Purpose: win. vs to bring **a change** in action/ thinking

Outcome: ☺ ☹ ☺ ☺

**Rhetoric- art of Persuasion**

* **Problem- needs a change/ action**
* **Audience**

STRATEGIES / Appeals of Persuasion

**Ethos**= trust- credibility, presentation

**Qualities of Ethos: virtue** (WE), **wisdom** (practical wisdom), **disinterest** (you care more

about your audience well-being than yours)

**Decorum-** fit into the expectations of the audience

**Pathos**= emotions- **desire**, anger, **fear,** motivation, emulation (role model), **hero sense**

**Logos**= logic of the audience (facts/ expectations)

**Kairos**= situation /right time and right place

**Syllogism**= logical conclusion/ make inference

A (GCC) = B (LAVC)

B =C (parking structure)

A=C

**3 Tenses of Rhetoric:**

**Past,** **Present,** **Future**

(blame/problem) (current values/ importance) (Choice/ change)