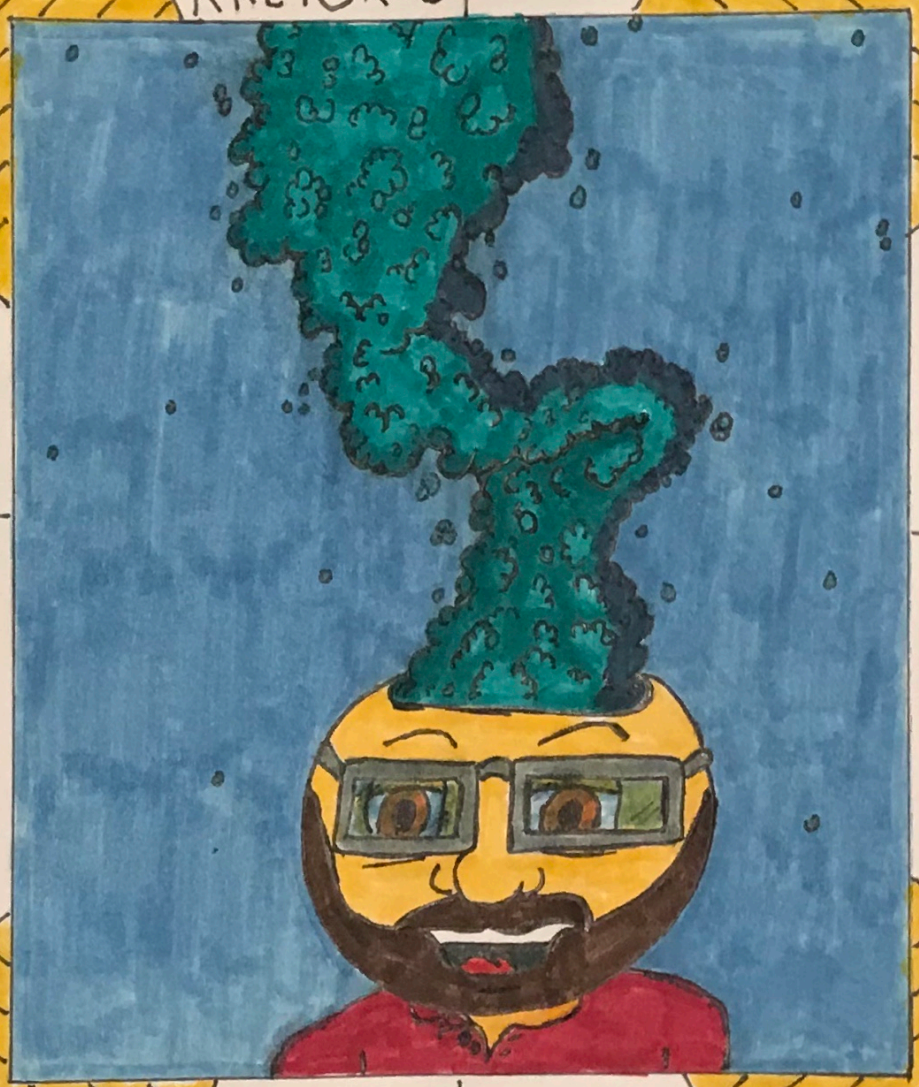
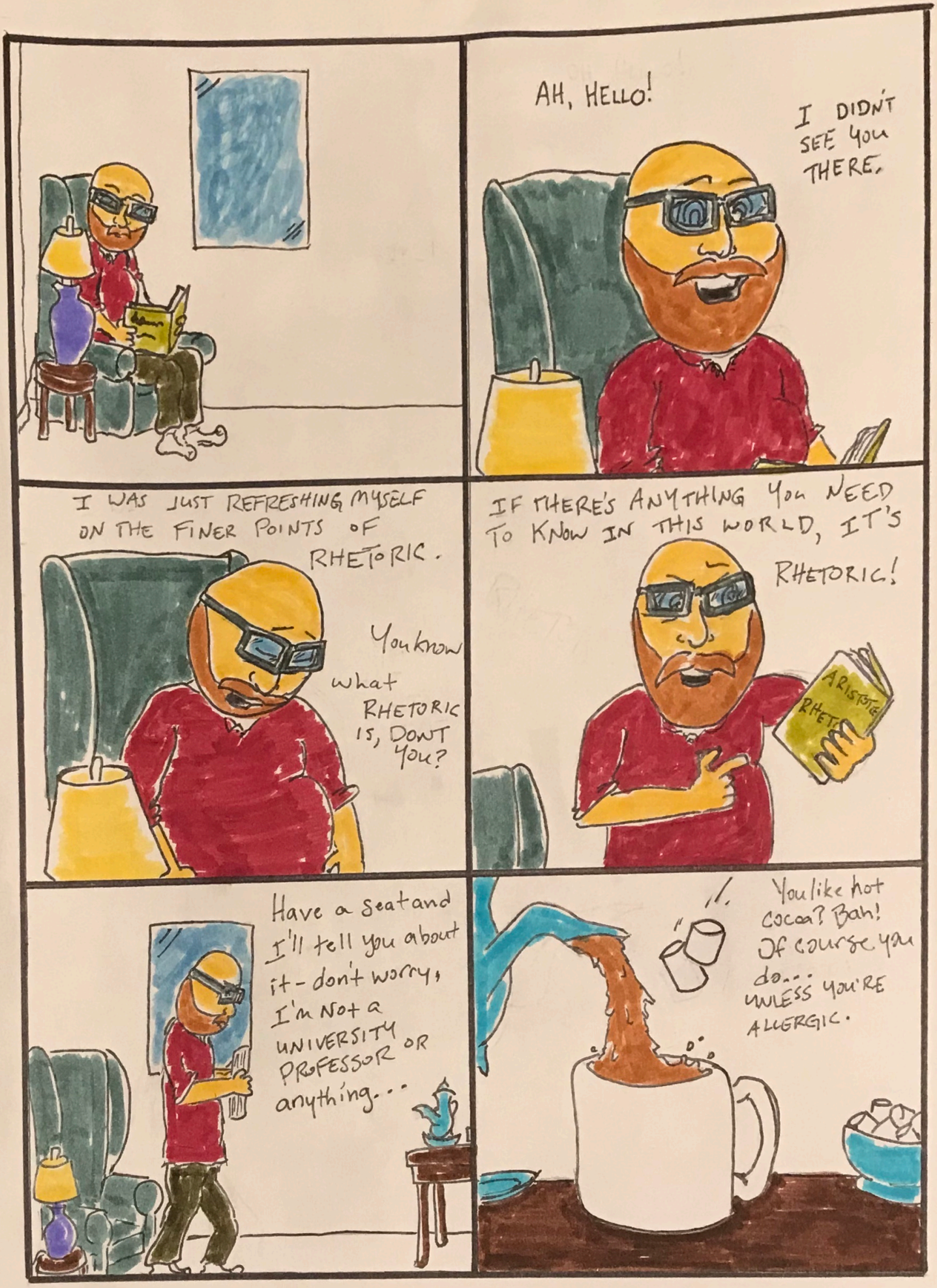
# THIRSTY KNOWLEDGE

Issue #1 5-1-2020

## "A GLASS OF" RHETORIC



JONATHAN HOLDSWORTH


AH, HELLO!
I DIDN'T SEE YOU THERE.
I WAS JUST REFRESHING MYSELF ON THE FINER POINTS OF RHETORIC.
You know what RHETORIC IS, DON'T YOU?
IF THERE'S ANYTHING YOU NEED TO KNOW IN THIS WORLD, IT'S RHETORIC!
ARISTOTE
RHET
Have a seat and I'll tell you about it - don't worry, I'm not a UNIVERSITY PROFESSOR OR anything...
You like hot cocoa? Bah! Of course you do... UNLESS YOU'RE ALLERGIC.

THERE ARE SEVERAL INTERPRETATIONS ABOUT THE MEANING OF RHETORIC.

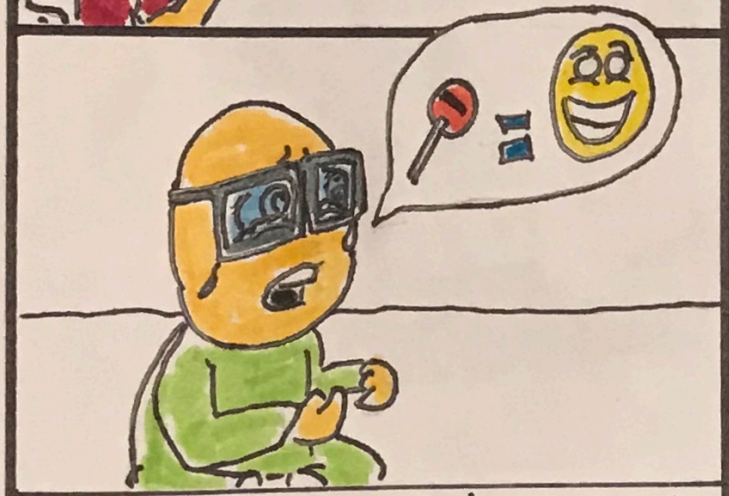
LET'S LOOK BACK TO WHEN IT WAS FIRST DEFINED... ANCIENT GREECE!

ARISTOTLE, AN AWESOME DUDE, SAID THAT RHETORIC IS "THE FACULTY OF OBSERVING THE AVAILABLE MEANS OF PERSUASION"

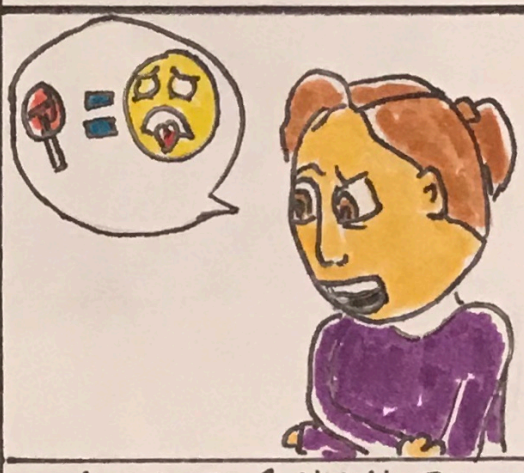
BASICALLY, HE'S SAYING THAT RHETORIC IS "the means in which a person persuades."

Still having trouble? Here's an example...

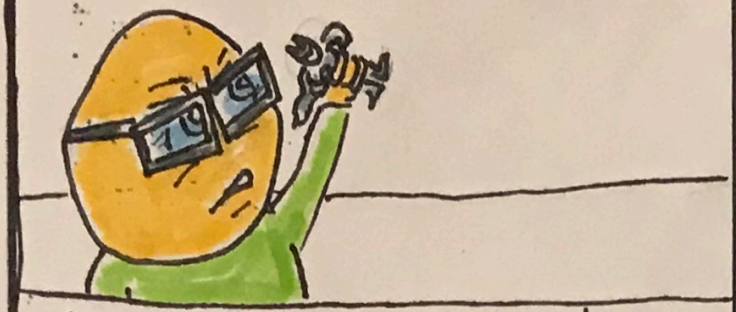
LET'S SAY YOU, A TODDLER, WANT A LOLLIPOP. HOWEVER, YOUR MOTHER SAYS YOU CAN'T BECAUSE IT IS UNHEALTHY.



YOU TELL YOUR MOTHER THAT LOLLIPOPS MAKE YOU HAPPY, SO YOU SHOULD GET TO HAVE ONE.



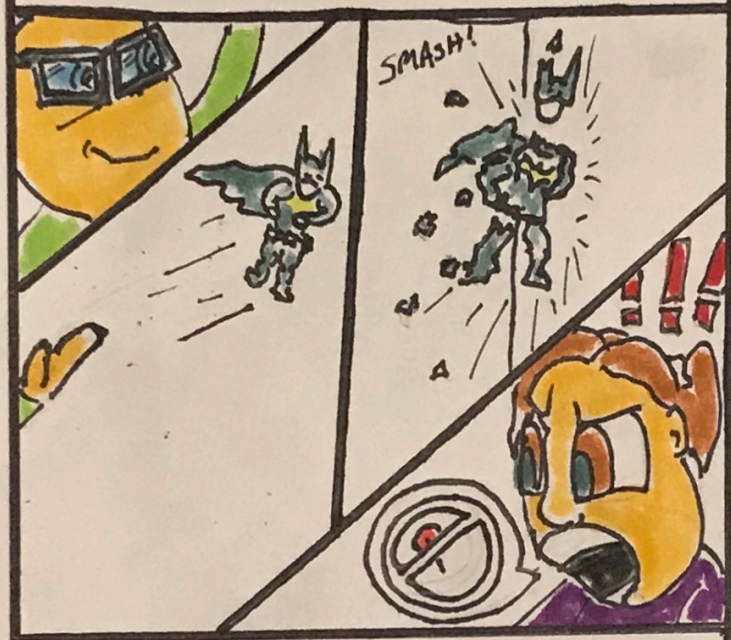
SHE'S NOT CONVINCED. SHE COUNTERS BY REMINDING YOU THAT CANDY WILL MAKE YOU SICK.



You get angry. You try a NEW tactic: You demonstrate your "authority" by wielding a toy.

Still, your mother does NOT agree. She tells you to stop.

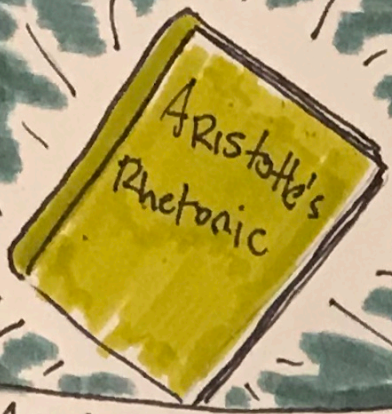
But you don't listen.



You learn that your attempts at persuasion failed.

"Next time," you realize, I NEED A BETTER ARGUMENT.

In this situation, your attempts at persuading your mother is considered your RHETORIC. Because you did not get the outcome you WANTED, your RHETORIC WAS INEFFECTIVE.




Aristotle defined ways to make rhetoric effective.

1.
2.
3.

He gave us exactly 3 tools to build an effective argument.

**Ethos**

AKA "Character"

Ethos is the credibility you bring to your argument.

**PATHOS**

AKA "EMOTION"

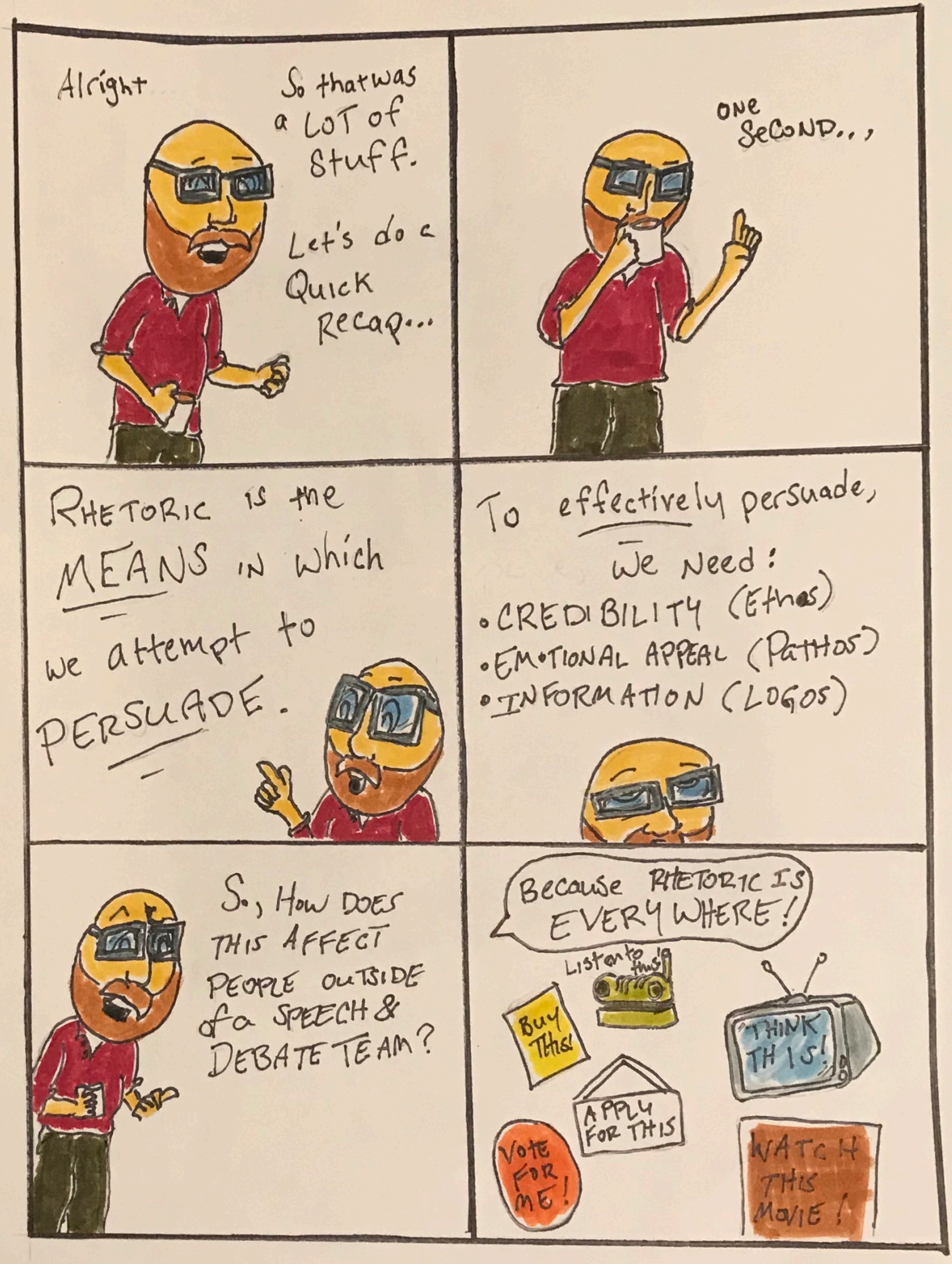
Pathos is the emotional appeal of your argument.

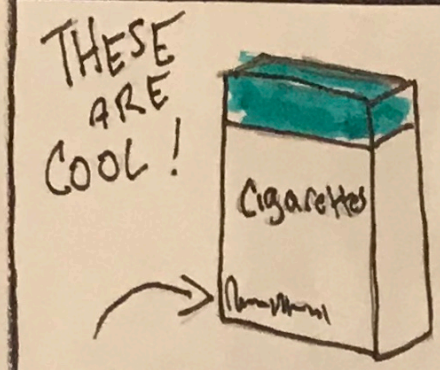
**LOGOS**

AKA "INFORMATION"

Logos is what makes your argument make sense.

Each of these ingredients together make your effective argument!


Alright
So that was a LOT of stuff.
Let's do a Quick Recap...
ONE SECOND...
RHETORIC is the MEANS in which we attempt to PERSUADE.
To effectively persuade, we need:
• CREDIBILITY (Ethos)
• EMOTIONAL APPEAL (Pathos)
• INFORMATION (Logos)
So, How does THIS AFFECT PEOPLE OUTSIDE of a SPEECH & DEBATE TEAM?
Because RHETORIC IS EVERYWHERE!
Listen to this!
BUY THIS!
THINK THIS!
APPLY FOR THIS
VOTE FOR ME!
WATCH THIS MOVIE!

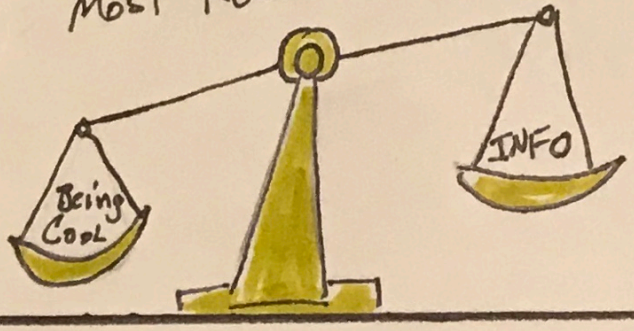


This advertisement is telling you to BUY CIGARETTES WHEN It ALSO SAYS CIGARETTES ARE BAD.

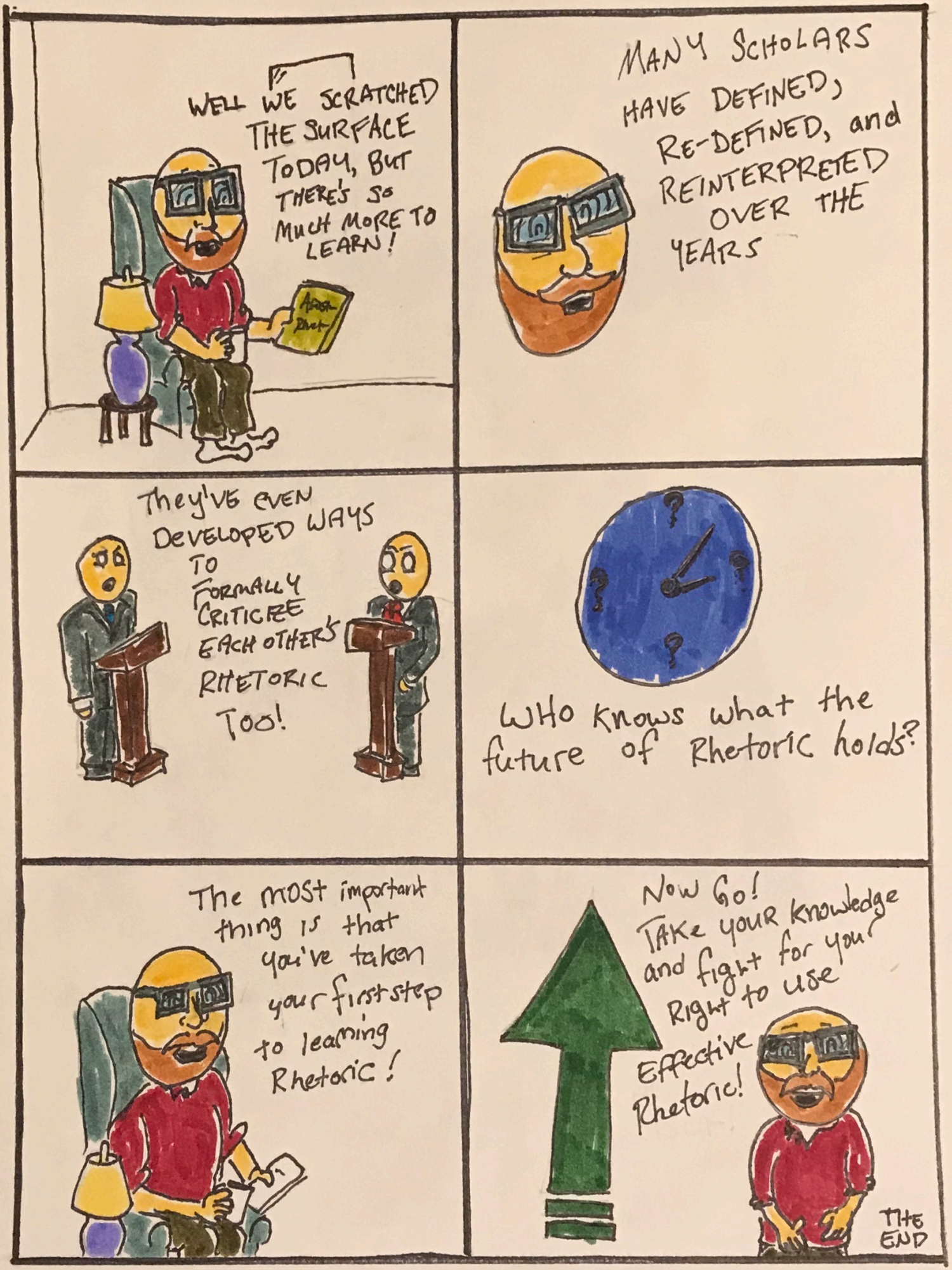
THE PEOPLE THAT MADE THE ADVERTISEMENT EMPHASIZED THE "COOL" PARTS ABOUT CIGARETTES AND DOWNPLAYED THE SIDE EFFECTS.

The emotional appeal of WANTING to BE "COOL" IS FEATURED MORE PROMINANTLY THAN THE INFORMATION SHOWN.

This RHETORICAL STRATEGY COULD WORK Depending ON WHAT THE AUDIENCE MOST RESPONDS TO...




MEANING YOU MUST BE ATTENTIVE WHEN DIGESTING A PERSON'S RHETORIC!


WELL WE SCRATCHED THE SURFACE TODAY, BUT THERE'S SO MUCH MORE TO LEARN!
MANY SCHOLARS HAVE DEFINED, RE-DEFINED, and REINTERPRETED OVER THE YEARS
They've EVEN DEVELOPED WAYS TO FORMALLY CRITICIZE EACH OTHER'S RHETORIC TOO!
WHO knows what the future of Rhetoric holds?
The most important thing is that you've taken your first step to learning Rhetoric!
Now Go! TAKE your knowledge and fight for your Right to use Effective Rhetoric!
THE END