

# The Rhetorical Triangle

A writer's ability to persuade depends on how well the speaker appeals to his or her audience in three different areas: \_\_\_\_\_ (appealing to someone's ethics), \_\_\_\_\_ (appealing to someone's emotions), and \_\_\_\_\_ (appealing to someone's logic). These areas form something we call the Rhetorical Triangle.

I. \_\_\_\_\_ - ethical appeals. Ethical appeals support what is \_\_\_\_\_ versus what is \_\_\_\_\_. They are based on what is \_\_\_\_\_. This type of appeal shows the writer's voice and produces the effect that the writer is \_\_\_\_\_. They evoke a sense of \_\_\_\_\_.

II. \_\_\_\_\_ - emotional appeals. Emotional appeals show written \_\_\_\_\_ in an argument, and demonstrate how well the writer taps into the reader's \_\_\_\_\_. Emotional appeals are how writers make arguments matter to readers. Types of emotional appeals include:

a. Loaded heavy \_\_\_\_\_ words

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b. \_\_\_\_\_ appeal

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c. Testimonials

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III. \_\_\_\_\_ - logical appeals. Logic is the science of \_\_\_\_\_ . Logical arguments are based on an \_\_\_\_\_ that is backed up by sound \_\_\_\_\_ in the form of

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

IV. Beware of \_\_\_\_\_. A fallacy is \_\_\_\_\_ or \_\_\_\_\_ reasoning. The statements might sound logical but are not.

- \_\_\_\_\_ - based on insufficient evidence
- \_\_\_\_\_ - attacking the person instead of the idea
- \_\_\_\_\_ - giving only 2 choices when there are more
- \_\_\_\_\_ - saying that one thing caused another without facts for a basis

Note that the Rhetorical Triangle is essentially \_\_\_\_\_ . A \_\_\_\_\_ of the three techniques is important for an argument to be \_\_\_\_\_

*Practice:*

*Place each item from the powerpoint into the proper area of the rhetorical triangle on the following page.*

