

Rationalist Recap

- Rationalism – the belief that human beings can arrive at truth by using **reason**, rather than by relying on the authority of the past or religious faith.
- Unlike the Puritains, Rationalists believed all people were **inherently good**. Everyone is able to perfect themselves through hard work and **charity**

“I believe so that I might understand.”

- Anslem, Puritan
Philosopher

VS.

“I think, therefore I am”

- Descartes, Rationalist
Philosopher



- God is active and mysterious.
- People are inherently sinful
- Truth is what authority tells you (church, the government, ect.)



- God created the universe but does not interfere with it.
- People are mostly good and, through reason, perfect-able.
- Truth=logic and reason

Rhetoric

Because the Rationalists were all about logic and reason, their literature often took the form of **debates**, **persuasive speeches**, and **political essays** with the goal of using reason to persuade their audience of something

Rationalists considered rhetoric (the art of speaking or writing effectively as a way to persuade or influence people) an **art form**

Rationalists used the teachings of Aristotle in their literature to persuade more effectively. Aristotle divided methods of persuasion into three categories: **Ethos**, **Pathos**, and **Logos**

Three Types of Appeals

- Ethos (**Ethics**): convincing by the speaker's character. We tend to believe people whom we respect.
- Pathos (**Emotions**): means persuading by appealing to the reader's emotions.
- Logos (**Logic**): means persuading by the use of reasoning. Giving reasons is the heart of argumentation.



Ethos - Appeal to Ethics

- "As a doctor, I am qualified to tell you that this course of treatment will likely generate the best results."
- "My three decades of experience in public service, my tireless commitment to the people of this community, and my willingness to reach across the aisle and cooperate with the opposition, make me the ideal candidate for your mayor."
- "The veterinarian says that an Australian shepherd will be the perfect match for our active lifestyle."

Pathos - Appeal to Emotion

- "If we don't move soon, we're all going to die! Can't you see how dangerous it would be to stay?"
- "I'm not just invested in this community – I love every building, every business, every hard-working member of this town."
- "There's no price that can be placed on peace of mind. Our advanced security systems will protect the wellbeing of your family so that you can sleep soundly at night."

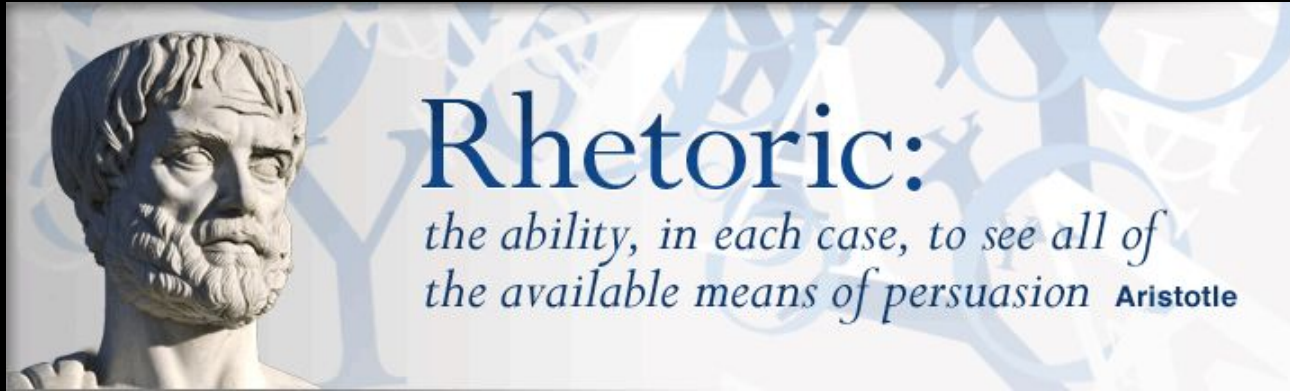
Logos - Appeal to Logic

- "The data is perfectly clear: this investment has consistently turned a profit year-over-year, even in spite of market declines in other areas."
- "Ladies and gentlemen of the jury: we have not only the fingerprints, the lack of an alibi, a clear motive, and an expressed desire to commit the robbery... We also have video of the suspect breaking in. The case could not be more open and shut."
- "It's a matter of common sense that people deserve to be treated equally. The Constitution calls it 'self-evident.' Why, then, should I have been denied a seat because of my disability?"

Rhetorical Devices

Rhetorical devices are devices used to **manipulate** language to effectively persuade an audience.

Figurative language such as **metaphor** and **personification** are also considered rhetorical devices that can be used to persuade the reader



Rhetorical Devices

https://www.youtube.com/watch?v=-pV7PFY_7n

<https://www.youtube.com/watch?v=3t6bLugtJkQ>

https://www.youtube.com/watch?v=mW6hFttt_KE

Rules to Stop Pupil and Teacher from Getting Too Social Online

1. With a partner, read the article. Using a highlighter, highlight and label the argumentative appeals used in the article (try to find at least one use of logos, pathos, and ethos)
2. Choose three appeals from the article and write them down (or the first sentence, if they're long.)
3. Underneath each of your three chosen appeals, write 1-2 sentences explaining if the argument is effective or not. Make sure you explain your reasoning