

Logos

"the difficult situation" an issue, problem, situation that causes the writing or speaking

Aristotelian Rhetorical Triangle

Speaker  
Writer  
Ethos

- author establishes persona
- how the author establishes credibility
- any relation of the author's credentials or personal history

Exigence

Purpose

when reading non-fiction: note the language the author uses to establish logos, pathos, ethos.

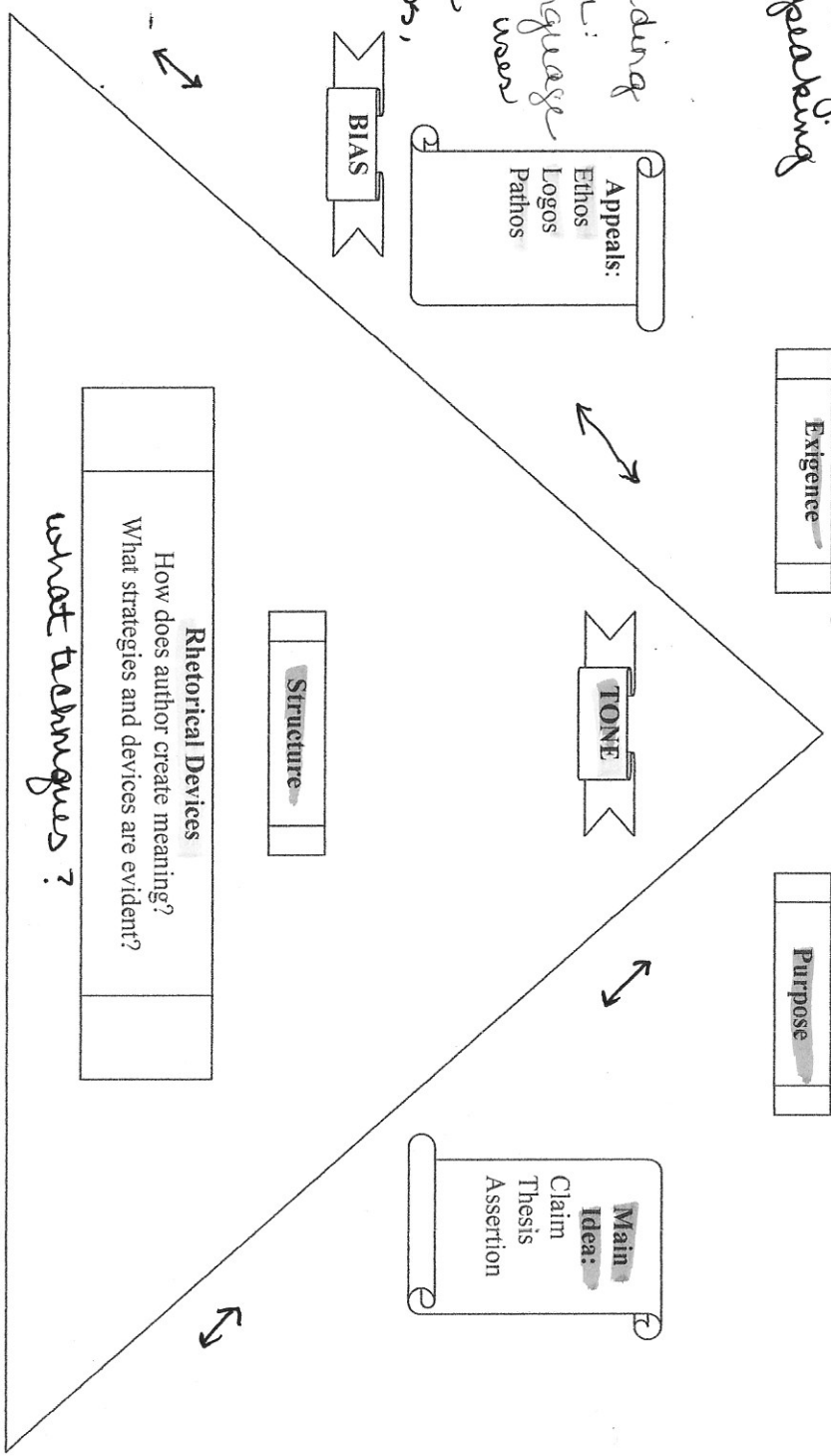
Appeals:  
Ethos  
Logos  
Pathos

BIAS

TONE

Structure

Main Idea:  
Claim  
Thesis  
Assertion



Rhetorical Devices  
How does author create meaning?  
What strategies and devices are evident?  
what techniques?

Audience  
Reader  
Pathos

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Context: Time & Place

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Subject  
Topic  
Logos

- note the primary audience for the text
- note emotional appeals
- note authors' exhortations for the audience

What is the message?

- evidence
- conclusion the author draws

vocabulary