

Persuasion/Rhetoric paper worksheet



Your opinion(topic): _____

Revised topic: _____

Knowledge domain/s: (psychology, business, sociology, biblical studies, theology, ethics, _____)

What kinds of rhetoric will your readers need to hear to agree with you? You will mix these elements together on the back of this sheet when you create your outline, keep them distinct for now.

- **Mythos:** an appeal to the reader’s culture, often invokes powerful ideas with common phrases
 - Proverbs, phrase, and ideological terminology (i.e. red state, white picket fence, etc.)
 - Choose some before you write _____
- **Pathos:** an appeal to the reader’s emotions, uses parables, stories, emotional words, humor
 - Use Pathos lightly or else your readers will feel manipulated.
 - What should your reader feel? _____
 - How will you evoke that emotion? _____
- **Ethos:** an appeal to the reader’s character or honor or to your own
 - “Ask not what your country can do for you, but what you can do for your country.” –JFK
 - How will holding your opinion make your reader’s character more honorable?
 - Now how do you let them know that subtly? _____
 - Be careful, bad appeals to Ethos sound like flattery or insult.
- **Logos:** an appeal to the reader’s intellect using facts and reason
 - What kinds of evidence will your readers need to hear to agree with you? (statistics, quotations, expert opinions, philosophical reasoning, scientific reasoning, or _____)

Places to do your factual research:

- Find articles and ebooks 24/7 = jessup.edu/library/all-electronic-resources
- Find books and ebooks = catalog.jessup.edu/
- Collections of famous quotations REF 808.822 and 808.822 in the library
- _____
- _____

Places to avoid research/possible pitfalls:

- **Never use** Wikipedia in your citations/bibliography. **Do use** it to get a general overview of a topic, or to find original sources in the references section (at the bottom of each article).
- With highly polarized issues (i.e. abortion, racism, Calvinism/Arminianism) it is hard to win over your opponents by talking about the issue itself. Opinions on these issues depend on deeply held beliefs. You cannot change those opinions without changing the underlying beliefs.

Working paper outline (also make your own in Word so you can copy and paste citations, etc.)

¶ Introduction + thesis (___/___pg) ****Good place to introduce Mythos & Pathos elements****

Body paragraphs (___pgs)

¶ Conclusion (___/___pg) ****If you used Mythos & Pathos above, use them again****

Working citation list (write down everything to avoid accidental plagiarism)