THE ART OF PERSUASION:[PREZI CLOZE NOTES](https://prezi.com/aqjcntjm11u0/rhetoric-and-persuasive-writing/)

First, you've got to have a \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Next, you've got to consider your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_!

Then, you use the three \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:

**Ethos** is an appeal to ETHICS (doing the right thing!) This establishes ­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and respectability.

Use Ethos to:

* Demonstrate that you've researched
* Demonstrate goodwill towards audience

## Establish \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ `

**Logos** is an appeal to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ A sound rhetorical argument is one that is logical.

Ways to use Logos:

* Cite \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and cite \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Pathos is an appeal to the audience's \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Use Pathos by:

* Using \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Include an anecdote – a story to help the listener connect
* Using \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

So how do you use all of this in Argumentation? There are four parts:

**I. Introduction:**

* Catch interest
* Present issue or topic with a concrete image or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (story)
* Provide relevant background in
* Define pertinent terms
* State claim (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

**Concession & Refutation:**

* "Yes . . . but"
* Recognize \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ viewpoint
* Then refute/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with facts

**Confirmation:**

* Most important and longest part
* provides \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for claim
* Logical reasons and evidence
* Emotional appeals to human needs and values

**Conclusion:**

* Wrap up the argument
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_the claim/thesis
* Appeal to the needs/values
* Refrain from repeating information
* Voice a final plea for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Follow this Basic Scheme:

* Introduction
* Concession and Refutation
* Confirmation
* Conclusion