

## **Argument: Classical ideas**

### **Rhetorical Appeals (Types of arguments)**

1. *Logical* (in Greek: logos)

Example:

Just do it: If you take care of yourself physically, you'll live longer.

2. *Moral* (ethos)

Just do it: It's the right thing to do.

3. *Emotional* (pathos).

Just do it: Marry me because I love you.

### **Rhetorical Canons (Qualities of arguments)**

What can you say about the author's argument, using one of the ideas from classical rhetorical canons?

1. *Invention*:

What are the ideas of the author? What ideas can you generate?

2. *Arrangement*:

How are the ideas arranged? What comes first? How does the author begin to bring the reader into the argument? What comes last? What does the author emphasize at the end?

How are ideas connected one to the other—the arc of the argument? Is it logical or are there logical fallacies?

3. *Style*:

Does the author have a certain style? How does the text reflect a style associated with a certain genre of writing (science writing, creative writing, sports writing)?

4. *Memory*:

What is the cultural or historical context of the text?

5: *Delivery*:

Rather than what the article says, how is the argument delivered? How is a message altered by its medium? How is a "text" different on the web vs. on the page?

