Our book, Rhetoric in Civic Life, in chapter six, talks about many different points. One point that stood out to me in this chapter was ethos and persona. The rhetorical persona is defined as, “the ethos, roles, identity, authority, and image a rhetor constructs and performs during a rhetorical act (pp. 165).” With this being said, many of the main points of this chapter make up the persona. Persona plays off of each one of those things. Persona is something that a rhetor does not something that he has. This is conducted by a rhetor, through symbolic action, that constructs and performs a persona which the audience perceived to be the source of the symbolic action. A person’s persona is the way they present themselves to the world, the character traits that you let show and the way that people will see you. It seems to me that someone’s persona comes down to whether if they are confident in themselves or not, whether they have self-esteem. Persona is also known as a “theatrical mask”. A better way of thinking about what is a persona is that it can be distinguished as a voice or an assumed role a character, that represents the thoughts of a writer, or a specific person the writer ants to present as his mouthpiece. So an example of a persona is a speaker of a piece of work. An example of how persona is used in social media is when you post a picture to Instagram, someone will post the best picture of yourself that will make you look the best to others. They will post for their friends, the people who are lurking, and also for future careers. Some are smarter than others when posting about using substances but for the majority of the posts people will post a picture that will help their self-esteem. Ethos is a re-occurring main topic from chapter one. Ethos is “the character of a rhetor performed in the rhetorical act and known by the audience because of prior interactions (pp. 167).” Ethos is created by the rhetor and comprises three dimensions: practical wisdom, virtue, and goodwill. Rhetors demonstrate practical wisdom through the display of common sense and sound reason. An example of this given by the books is “if rhetor attempts to persuade an audience with arguments that the perceives to be irrational, unbelievable, or unrealistic, the rhetors character is harmed and the audience will probably not be persuaded (pp. 167).”  Virtue is defined by the culture and the situation, so the values that an audience appreciates determines whether a rhetor is perceived to be victorious. Everything in life comes down to how the audience, customers, or fans thinks about it. Because if you do not have them to support you then your business will not be successful. The reason being is because you will not make profit. Whether it is profit off of selling books, or selling tickets to a concert, or selling enough pizzas to your customers. It is the same with rhetor, the audience determines everything.