Journal Entries: Chapter 25 &28

Chapter 25: In chapter 25, it starts off with the sentence “Say the right thing at the right time over the right channel, and the world is your rhetorical oyster” (Heinrichs pg. 222). Everyone knows the dangers of saying the wrong thing at the wrong place. It is embarrassing and sometimes can be very offensive to individuals surrounding you. When looking for a medium you must look at several different factors. We must consider timing, the kind of appeal, and the gestures you want to make. These all must be taken into consideration in order to make your argument valid. Proper uses of these tools can make a huge difference in the outcome of your argument. Sight is mostly used by pathos and ethos. Sound is the most logical sense. Lastly, smell, taste and touch are almost always emotional.

Chapter 28: This chapter talks about writing a persuasive essay. When trying to write a persuasive essay you must use the three appeals to arguments. Ethos, pathos, and logos are all very important in writing a good persuasive essay. The key to using ethos in the text is to “quirk it”. By getting your readers to like and trust you, it will make your argument more appealing to others. When using pathos, you must spread the love. This means that you must show compassion in your writing. When readers see that you are passionate about the topic you are speaking about they will be able to relate to you much better. Lastly is logos, you must attempt to get into their heads. When writing you must get the reader to agree with you. If the readers agree with you they will more likely take your side of the argument.