**AP ESSENTIALS:**

1. **Intro**

**Everything is an argument**

1. **Rhetorical Triangle**

Speaker

Purpose (movement) Tone (attitude)

- Style Choices

Audience Medium Subject/Message

Rhetorical Strategies: My be whole (narrative), part (paragraph), or word (micro target)

Speaker: Words or a Whole Persona

Audience: Those the Author Seeks to Change

- Who

- Why?

Subject: / Message : How does the speaker FRAME the argument?

Purpose: What movement does the speaker seek? (Always to move the audience to their side)

Tone: What it the author’s attitude? What Style choices do they make?

Medium: What is the delivery system?

3. **Aristotle’s Means and Modes: Logos, Ethos, Pathos**

1. **MEANS = HOW (speaker moves the audience)**

1. Logical Appeal (Logos): To REASON Clearly

2. Ethical Appeal (Ethos): To UNDERSTAND THE GOOD in its various forms. This is a value argument. **Audience Determines Everything**; if you can’t understand the values of your audience, you can’t move them.

3. Emotional Appeal (Pathos): To UNDERSTAND THE EMOTIONS. Are you fluent – do you speak the right emotional language to appeal to your audience?

B. **MODES = WHAT (speaker does to persuade)**

1. Logical Appeal (Logos): PROOF (Rhetorical Mindset). *APPARANT PROOF*

(Data that either becomes or does not).

2. Ethical Appeal (Ethos): CHARACTER of the speaker –*Credibility* is everything.

3. Emotional Appeal (Pathos): To PLACE the audience in the right frame of mind. Get

them to listen, keep them there, then move them to your side.