

Rhetorical Strategies

Pathetic, Ethical, & Logical Arguments.
Examples & Counterarguments.
Analogies & Metaphors

What is a pathetic argument?

- Pathos: the emotional state of the audience
- *In my opinion, pathetic arguments, if done well, can be the most convincing types of arguments*
- Pathetic arguments are passages that attempt to make the reader feel something. You're appealing to their hearts, rather than their minds.

Types of pathetic arguments you can use

- Anecdote
- Hypothetical example
- Talk explicitly about feelings
- Talk about children

Types of pathetic arguments: Anecdote

- A short personal story
- A specific event that is usually told to prove a specific point.
- Readers can relate to the feeling evoked in the anecdote
- *Not only did she leave me without saying goodbye, she also ate my last piece of chocolate cake...*

Types of pathetic arguments: Hypothetical example

- Make the reader imagine themselves in a specific situation
 - Use the word “imagine”
 - Use the word “you”
 - *Imagine you get fired from your job, and every job you apply for slams the door in your face...*

Types of pathetic arguments: Be explicit

- Use the word “feel”
- Mention a specific emotion
- *The workers at the factory felt betrayed by their boss' actions.*
- *“So many of the worst nightmares of parenting start with a phone call: a child out of arm's reach, not in the house, not in her bed” (“How to Grant Your Child an Inner Life,” by Jess Row)*
- *I walked out onto the street, floating on air after what had just happened.*

Copy and paste one or two pathetic arguments from “The glories of dining out alone” (create second slide if necessary)

As women slowly gained the freedom to dine alone in public, the fear of being bothered by others — especially men who assumed the women wanted attention — became more acute.

I start to remember that I’m not alone at all; I’m part of a community of people, and most people, believe it or not, are friendly and interesting. Eating alone, in a paradoxical way, can get me out of my own head. On a recent solo research trip to San Francisco, I picked at random a seafood restaurant humming with activity, and took the last seat at the bar. The meal that followed — an octopus dish, and a strange little wine the bartender recommended — was transcendent, something to be savored. I was glad I was eating it surrounded by people who smiled when I sat and left me to myself. Not once did I feel out of place.

Ethical arguments (as I'm defining it)

- Ethical arguments can refer to many different things.
- The most obvious is = is this ethical? Is this right?
- In this class, I'm using it to define a specific type of ethical argument

Ethical arguments (as I'm defining it)

- Ethos: the author's self-presentation or moral standing
- *Who am I, and why should you listen to me about this topic?*
- *How do you present yourself as an authority on the subject your writing about? Or at least as someone that readers should listen to?*
- **Example:**
- As someone who's taught two sections of this class every semester for the past five semesters, I think you need to rethink your topic
- As someone who takes the bus every day, I think I know how rude people can be by keeping their backpacks on when it's crowded

Here's where your relationship to your program of study can come in handy

- Look at your topic through the perspective of an expert in your field
- *As a graphic designer, I can see a lot of troubling images in American Apparel's advertisements...*
- *As a law student, I think I'm in a good position to comment on the benefits of legalizing prostitution...*

Try to present who you are, on paper

- At the end of the day, people should listen to you because you are a kind, caring, and empathetic human.
- How do you portray that on the page?

You portray that by sharing information about yourself, and trying to be true to your personality and your voice.

Copy and paste one or two ethical arguments from “The glories of dining out alone” (create a second slide if you need to)

- When I started digging into the history of solo dining — particularly as a woman, unaccompanied by a man — I realized this act I take for granted several times a week is one that previous generations had to fight for.
- And in my years as an intrepid solo diner, I’ve learned a few tricks.

What is a logical argument?



- ▶ An argument that appeals to readers intellect
- ▶ Facts, statistics
- ▶ Using logic

How do you create a convincing logical argument?



- ▶ Combine sources
- ▶ Use facts, statistics from different sources, combined together to come to a conclusion
- ▶ If $A = B$, and $B = C$, Then $A = C$
- ▶ If there is a lot of gun violence in America, and gun laws are very relaxed, then the gun violence is due to the relaxed gun laws
- ▶ Combining facts and stats from different sources is what makes your argument personal to you

Copy and paste one or two logical arguments from “The glories of dining out alone” of that you found brought a new perspective to the story (create 2nd slide if necessary)

“Things started to change when women entered the workplace and gained, almost by necessity, more freedoms. Lunch counters, diners, and establishments designed to make solo diners, especially women, feel more comfortable started to pop up, particularly in cities. “As a lot of women started working around World War I, that just had to break the system down,” Whitaker noted”

Even as late as the 1960s, however, some restaurants barred women diners altogether, or allowed them in only if accompanied by a man.

A radical exception came in 1868, when the New York restaurant Delmonico’s became the first to serve a group of women unaccompanied by men.

“Nobody is thinking about you, because they’re all thinking about themselves.” Even if they *are* thinking about you — who cares? Your solo dining might inspire someone else to try it.

These days, I’m in good company. Solo dining has risen sharply in recent years, according to data collected by the restaurant reservation company OpenTable. The internet is full of people proudly proclaiming their love of eating alone and extolling its many virtues, often over and against the same assumption of my grandmother and aunts: that solo dining is socially unacceptable, something to be feared. (This fear even has a dubious psychological name: solomangarephobia.)

THE VALUE OF COUNTER-ARGUMENTS

- CONSIDERING COUNTERARGUMENTS IS KEY.
- READERS MAY DISAGREE WITH AN ARGUMENT YOU MAKE.
- YOU CAN EITHER
 - IGNORE THEM
 - LOOK THEM IN THE EYE AND RESPOND DIRECTLY TO THEM
- WHICH DO YOU THINK IS MORE EFFECTIVE? (RHETORICAL QUESTION, NO NEED TO ANSWER)

ANTICIPATE COUNTERARGUMENTS


- AS YOU WRITE AN ARGUMENT, ASK YOURSELF:
 - IS IT POSSIBLE SOMEONE MIGHT DISAGREE OR HAVE AN OPPOSITE OPINION?
- IF THE ANSWER IS YES, IT MEANS IT'S AN INTERESTING ARGUMENT

ANTICIPATING COUNTERARGUMENTS IS CONVINCING

- IT SHOWS YOUR READER YOU'VE THOUGHT DEEPLY ABOUT YOUR TOPIC.
- IT SHOWS THAT YOU'RE NOT JUST AVOIDING THE OTHER SIDE OF THE COIN
- OR, MAYBE THE OTHER SIDE HAS SOME VALID POINTS? THAT IS POSSIBLE, TOO.


COPY AND PASTE ONE OR TWO PASSAGES FROM “THE GLORIES OF DINING OUT ALONE” WHERE THE AUTHOR IS ADDRESSING A COUNTERARGUMENT (CREATE A SECOND SLIDE IF NECESSARY)

1. My grandmother, who’s in her 80s and grew up in the upstate town where they all live, said she’d never do it, that when she was a girl it was frowned upon and it still felt strange to her. Other female relatives a generation younger talked about their reticence to eat in a place where they thought they’d be judged by fellow diners, silently pitied as a loser. One aunt who waited tables at an upscale restaurant said she always felt bad for people who were eating alone, wondering if they were lonely. “Unless they had a book with them,” she added, smiling.
2. Some people feel awkward dining alone because they worry they’re taking up space that could be used by two diners, thus generating more revenue for the restaurant. That’s a very compassionate position, but there are ways around it.
3. Diners usually came in pairs. “Lone women” were frequently discouraged or even barred from fine restaurants, and as [restaurant historian Jan Whitaker](#) told me, a “lone woman” didn’t have to actually be alone — a group of women unaccompanied by any man were also considered to be “lone women.”




Examples = exhibits

Examples are kinds of exhibits, which we talked about the last two classes





The power of examples

- There is no more effective way to get someone to understand your point than to use an example.
 - You want to have as much concrete information as possible.
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ABC: Always be concrete

Abstract	Concrete
Climate change is affecting our world	Polar bears have been forced to resort to cannibalism
Marketing campaigns target our vulnerabilities	Apple's new iPhone 7 ad features a woman sitting at home, bored. When she receives a text, she lights up. The message is clear: it's not okay to be lonely.
School causes stress	When I was waiting for the teacher to give the tests back, I was shaking in my seat, sweating, and I couldn't breathe.

Copy and paste one or two examples (exhibits) from “The glories of dining out alone” (create a 2nd slide if necessary)

“Even as late as the 1960s, however, some restaurants barred women diners altogether, or allowed them in only if accompanied by a man. In 1969, Betty Friedan and 15 other women charged into the Oak Room — the storied restaurant at New York’s opulent Plaza Hotel — bearing signs with slogans like “Wake up PLAZA! Get with it NOW!” and “The Oak Room is Outside the Law.” It worked: Four months after the protest, facing media coverage of the event, the restaurant overturned its no-women policy.”

“And the use of the phone during solo dining is pretty noticeable. The art photographer Nancy Scherl recently released a book called *Dining Alone: In the Company of Solitude*, containing decades of her photos of solo diners around the world.”

“A radical exception came in 1868, when the New York restaurant Delmonico’s became the first to serve a group of women unaccompanied by men.”

“Dining out by myself is a form of self-care, a way to derive immense satisfaction from the experience — the ambience, the flavors and textures, the chatter around me. Without a dining companion to entertain, I can sit with my thoughts, watch the world around me, eavesdrop on fellow diners, maybe have a conversation with the bartender if I’m seated at the bar.”

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What is an analogy?

- When you compare one thing to another thing

Reasons to use an analogy

- When you compare an unfamiliar object or situation to a familiar one
- This is very useful when discussing scientific concepts, or any difficult concept
- *“The Cell wall is similar to the bricks that make up the outside of a prison. It protects and supports the inside of the building, just like a cell wall does for the inside of a cell.”*
- Source: <http://www.metamia.com/analogize.php%3Fq%3Dq>

Reasons to use an analogy

- When you try to point out the absurdity of a situation
- *Arming teachers with guns is like forcing policemen to learn how to teach grade ten history. Except, people will die if their lesson plans are not organized.*

Reasons to use an analogy

- When you try to explain your own unique take on something
- *Banning cars from the road on Mt.-Royal is like turning the public park into an exclusive club.*

To compare a current trend to a past one

- For example, when discussing the panic over the effect social media has on young teenagers:
- *“New technologies always provoke generational panic, which usually has more to do with adult fears than with the lives of teenagers. In the 1930s, parents fretted that radio was gaining “an invincible hold of their children”. In the 80s, the great danger was the Sony Walkman - producing the teenager who “throbs with orgasmic rhythms”, as philosopher Allan Bloom claimed.”*
- Clive Thompson, “Teenagers and social networking - it might actually be good for them”
- <https://www.theguardian.com/lifeandstyle/2013/oct/05/teens-social-networking-good-for-them>

I could not find any analogies in “The glories of dining out alone.” Your task: create a couple of analogies, based on arguments from the article.

These tricks are like your guide book to eating alone.

Eating alone is like a meditation (the author says that dining out alone is a form of self care that bring satisfaction)

Dining out alone is like doing an oral presentation. (you feel like everyone is silently judging you and watching your every move)

Dining out alone is like deconstructing the patriarchy. (you break the conventions)

Dining out alone is like travelling. (you meet new people and experience new things)

Eating alone is like driving alone at night with music. (It's calm & you're alone with your thoughts)

A phone is your savior from unwanted attention. (you can use your phone as a way of escaping from conversations)

Bringing a book to a restaurant is like putting a do not disturb sign on a hotel room door (you bring it to seem busy and to do not draw attention to yourself)

What is a metaphor?

A metaphor is *an identification of one thing with another one*.

School is a prison.

Social media is a trap.

That class was hell.

Why use metaphors?

We use metaphors to *express the most precise meaning*.

Compare:

- That class was boring

To

- That class was hell.

Do these mean the same thing? What does the second one imply that is not implied by the first?

We are metaphor-making creatures

We speak in metaphors *all the time*.

He is an asshole.

It's freezing outside.

Sleeping in late is heaven.

We are metaphor-making creatures

Metaphors are the way we make sense of and understand the world.

He is an asshole.

It's freezing outside.

Sleeping in late is heaven.

Storytelling is metaphor-making

My trip to Cuba was more than a trip. It was a dream. Cuban people are angels. My trip was a rite of passage and I came back a new person.

Metaphors are ways to give meaning to something. We naturally give meaning to specific events, people, things (do these last 3 words sound familiar?)