

**Tapestry Year 2 - Unit 1**  
**Rhetoric Speech**  
**Co-op 2 /September 12, 2024**

**CONSIDER:**

Researchers have argued that an individual's attitudes toward something have three parts: *beliefs, emotions, and history*. The beliefs come from the COGNATIVE part of us, the emotions from the AFFECTIVE part of us, and the history from the BEHAVIORIAL part of us.

We covered this in class quite a bit when we talked about Logos, Pathos, and Ethos. We could say they line up like this:

LOGIC and REASONING=COGNATIVE=LOGOS

EMOTIONS=AFFECTIVE=PATHOS

COUNSEL/ADVICE=BEHAVIORIAL=ETHOS

**REMEMBER:**

Write these definitions of "rhetoric" down on a piece of paper. This is just so you'll remember them better ☺ Remember, God made your brain to work this way, not me!

*Socrates/Plato definition:* Rhetoric is the art of using words to convince people of the truth

*Aristotle definition:* Rhetoric is the ability to see what is persuasive in any case

*This class's definition:* Rhetoric is the art of using the BEST signs (words, images, symbols) to convey a message to shift people's attitudes

**APPLY:**

Take notes on a sermon and then write a paragraph that details how you saw evidence of Logos, Pathos, and Ethos in use. Be prepared to share this with the class.