

Ethos, Pathos, and Logos in Action & Figures of Style I

Class 4

21W.747 Sec 1

Les Perelman

Figures removed due to copyright restrictions.

Ethos: An Example

Churchill Before US Congress December 1941

By the way, I cannot help reflecting that if my father had been American and my mother British, instead of the other way round, I might have got here on my own. In that case, this would not have been the first time you would have heard my voice. In that case I should not have needed any invitation, but if I had, it is hardly likely it would have been unanimous. So perhaps things are better as they are.

Emile Zola's Defense Speech

Ethos: John McCain's Acceptance Speech

Pathos – 2004 “Wolves” Bush Ad

- <http://www.youtube.com/watch?v=MU4t9OyFsY>

Satire of 2004 “Wolves” Bush Ad

- <http://www.youtube.com/watch?v=CjgOKx-Qq1I&feature=related>

Nixon's Checkers Speech

- http://www.youtube.com/watch?v=S4UEv_jjP_L0
- <http://www.youtube.com/watch?v=XhQD2UFC1bY>

Pathos, Logos, & Ethos in Nixon's Checkers Speech

- *Pathos*
- *Ethos*
- *Logos*

Obama: A More Perfect Union

<http://www.youtube.com/watch?v=zrp-v2tHaDo>

Compare Nixon's Use of *Ethos*, *Pathos*, to Obama's

- Group 1 – *Ethos*
- Group 2 – *Pathos*
- Group 3 -- *Logos*

Rhetorical Figures of Style I

Adapted from *American Rhetoric*

<http://www.americanrhetoric.com/rhetoricaldevicesinsound.htm>

Anaphora

- **Repetition of the same word or group of words at the beginning of successive clauses, sentences, or lines.**

Anaphora Example

- "Yesterday, the Japanese government also launched an attack against Malaya. Last night, Japanese forces attacked Hong Kong. Last night, Japanese forces attacked Guam. Last night, Japanese forces attacked the Philippine Islands. Last night, the Japanese attacked Wake Island. And this morning, the Japanese attacked Midway Island."

– Franklin Delano Roosevelt

Anaphora Example

- We shall go on to the end, we shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our Island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender.

– Sir Winston Churchill

Anaphora Example

"We are a people in a
quandary about the
present. We are a
people in search of our
future. We are a people
in search of a national
community."

Barbara Jordan

Anaphora Example

- "I am going to discuss this war in which we've been engaged for a hundred and five years; the war declared by Karl Marx in 1848, **re-declared** and brought down to date by Lenin, **again re-declared** by Stalin, and **again re-declared** by the Kremlin within the last five or six weeks"

--Senator Joe McCarthy

Anaphora Example

- **What we need in the United States is not** division. **What we need in the United States is not** hatred. **What we need in the United States is not** violence and lawlessness; but is love and wisdom and compassion toward one another, and a feeling of justice toward those who still suffer within our country whether they be white or whether they be black.
 - Sen. Robert F. Kennedy

Antistrophe

- **Ending a series of lines, phrases, clauses, or sentences with the same word or words.**

Antistrophe Example

- "I said you're afraid to bleed. [As] long as the white man sent you to Korea, **you bled**. He sent you to Germany, **you bled**. He sent you to the South Pacific to fight the Japanese, **you bled**. You bleed for white people. But when it comes time to seeing your own churches being bombed and little black girls be[ing] murdered, you haven't got no blood."

Malcolm X

Antistrophe Example

- “The time for the healing of the wounds **has come**. The moment to bridge the chasms that divide us **has come**.”

– Nelson Mandela,
Inaugural Address

Antistrophe Example

- "...and that government of **the people**, by **the people**, for **the people** shall not perish from the earth."

—Abraham Lincoln,
Gettysburg Address
(here delivered by
Jeff Daniels)

Symploce

- The combination of *anaphora* and *antistrophe*: beginning a series of lines, clauses, or sentences with the same word or phrase while simultaneously repeating a different word or phrase at the end of each element in this series

Symploce Example

- "Much of what I say might sound bitter, but it's the truth.
Much of what I say might sound like it's stirring up trouble, but it's the truth.
Much of what I say might sound like it is hate, but it's the truth."

– Malcolm X

Symploce Example

- “My brother need not be idealized, or enlarged in death beyond what he was in life, to be remembered simply as a good and decent man, who saw wrong and tried to right it, saw suffering and tried to heal it, saw war and tried to stop it.”

Sen. Edward Kennedy

Symploce Example

"We remember today that all our gentle heroes of Vietnam have given us a lesson in something more: a lesson in living love -- their love for their families lives; their love for their buddies on the battlefields and friends back home lives; their love of their country lives."

-Ronald Reagan

MIT OpenCourseWare
<http://ocw.mit.edu>

21W.747 Classical Rhetoric and Modern Political Discourse
Fall 2009

For information about citing these materials or our Terms of Use, visit: <http://ocw.mit.edu/terms>.