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Rhetorical Devices for Argumentation in Speech

Key words: rhetorical devices, ethos, pathos, logos

Rhetorical devices are techniques that speakers use to persuade or engage their audience. When crafting an argument in a speech, these devices help make points more compelling and memorable.

Common rhetorical devices used in speech are ethos, pathos, logos, anaphora, metaphor etc.

The presented article highlights only some of the devices most frequently used in modern speech such as ethos and pathos. Ethos is establishing the speaker's credibility and authority on the subject to gain the audience's trust. For example, ___ "As a doctor with over 20 years of experience, I can assure you that this treatment is both safe and effective."

The second mostly use device is pathos___ Using emotional appeal to persuade the audience by evoking feelings such as fear, anger, or empathy.

The presented article distinguishes two semantic groups of logically right and personally relevant speakers using ethos and pathos for the speech credibility and values .

Introduction

Ethos and Pathos are essential elements in shaping the rhetorical context of a speech, helping the speaker establish credibility and connect emotionally with the audience. When combined effectively, these rhetorical strategies create a compelling argument that resonates with the audience both logically and emotionally.

Ethos refers to the character, credibility, and trustworthiness of the speaker. A speaker uses ethos to establish their authority on the topic and to gain the audience's trust. It is referred to the credibility of the speech and trust. Ethos shapes the speaker's credibility and affects how the audience perceives the speaker's message. A credible speaker is more likely to persuade the audience, as they are viewed as knowledgeable, honest, and reliable.

For example __**Martin Luther King Jr.** in his *I Have a Dream* speech: King's ethos was built on his position as a leader in the Civil Rights Movement. His deep moral authority, wisdom, and history of nonviolent protest lent him credibility and made his call for equality and justice more compelling. His ethical stance on justice and equality gave him the moral high ground in addressing the audience.

Ethos in Action is an interesting phenomenon ____ “I am happy to join with you today in what will go down in history as the greatest demonstration for freedom in the history of our nation.” This establishes King as not just a speaker but a leader whose words are grounded in decades of experience and struggle for civil rights.

Discussion . As we have already mentioned above Emotional appeal of the speech is Pathos, which refers to the use of emotional appeal to persuade or engage the audience by evoking feelings such as fear, anger, empathy, or hope. Pathos is used to create an emotional connection, making the argument more impactful and resonant.

Pathos influences the audience's emotional response to the message. When a speaker taps into emotions like fear, joy, anger, or empathy, they can motivate their audience to take action, change their mindset, or reflect on their values.

Harriet Beecher Stowe in *Uncle Tom's Cabin*: Stowe used pathos to humanize enslaved people and emotionally move her readers toward anti-slavery sentiments. The emotional suffering of the characters, especially Uncle Tom's sacrifices, was meant to evoke deep empathy, moral outrage, and a call to action.

“O, my poor child, my poor child! Oh, if you only knew how I suffer!” The emotional weight of this scene is intended to make readers feel the pain and humanity of the enslaved characters, triggering an emotional reaction that opposes slavery.

When ethos and pathos work together, they create a stronger rhetorical context, where the speaker is seen as both credible and emotionally attuned to the audience. The effectiveness of a message is often amplified when the speaker combines their established authority with a deep emotional connection to the audience's values, experiences, or concerns.

John F. Kennedy in his *Inaugural Address*: Kennedy combined ethos (his position as President and leader of the country) with pathos (an emotional appeal to collective action and national pride) to inspire and rally the American people in a time of uncertainty.

Ethos in Action: "The torch has been passed to a new generation of Americans, born in this century, tempered by war, disciplined by a hard and bitter peace, proud of our ancient heritage."

These are the basically important issues to form the issue : audience perception and appeal to Values .For audience perception Ethos affects how the audience views the speaker's authority and integrity, while pathos influences how they feel about the subject matter. Together, they shape the context in which the message is received. For instance, a speaker with strong ethos who then appeals emotionally to the audience can foster a sense of shared purpose, urgency, or moral imperative.

For the appeal to values __Speakers often use ethos and pathos to align their message with the values of their audience. A strong ethical foundation (ethos) and an emotional connection (pathos) can lead the audience to accept the speaker's argument as not just logical, but also personally relevant or morally right. These two issued have been a productive ground for judging the speaker's approach towards the ethics of the public speech and let us distinguish two groups of logically right and personally relevant in speech.

Using **ethos** effectively can shape the audience's perception of the speaker, making them more likely to trust, respect, and be persuaded by the message.

For example in the same Political Speech mentioned above – John F. Kennedy's Inaugural Address is logically right __As the newly elected President of the United States, John F. Kennedy needed to establish his authority and credibility with the American people. He said: "The torch has been passed to a new generation of Americans, born in this century, tempered by war, disciplined by a hard and bitter peace, proud of our ancient heritage."

By acknowledging his generation's challenges, including war and hardship, Kennedy positions himself as a leader capable of guiding the country through a new era. He connects his leadership to the resilience and values of the American people, establishing his credibility as someone fit to lead the nation.

Audience perceives him as both knowledgeable and in tune with their struggles, fostering a sense of trust and confidence in his leadership.

Another famous example of a speaker being logically right in his speech may serve as an interesting case that is Medical or Expert Testimony by Dr. Anthony Fauci on COVID-19. Dr. Anthony Fauci, as a renowned immunologist, has often appeared in media to provide expert advice on public health during the COVID-19 pandemic.

"As the director of the National Institute of Allergy and Infectious Diseases for over 35 years, I have dedicated my life to studying viruses, including coronaviruses. The science shows that wearing masks and getting vaccinated are crucial steps in reducing the spread of COVID-19."

Fauci's long career and expertise in infectious diseases give him the authority to speak on public health matters, earning the trust of his audience. His credibility as a respected medical professional encourages people to believe his advice and follow health guidelines.

The audience perceives him as a trustworthy expert whose words are backed by years of scientific research and experience, increasing their confidence in his recommendations.

Pathos engages the emotions of the audience to connect with their values on a deeper level. By evoking strong emotions like empathy, outrage, hope, or fear, the speaker can inspire action and make the audience feel emotionally connected to the values being discussed. In the following speech the speaker appears to be personally relevant as he comprises all spheres of life which need to be changed in future to fight against the racial discrimination.

For example Martin Luther King Jr.'s "I Have a Dream"

Martin Luther King Jr. delivers his speech during the March on Washington, advocating for racial equality, civil rights, and justice. King uses pathos to evoke powerful emotions of hope, compassion, and frustration. He appeals to the values of equality, freedom, and justice, using emotional language to highlight the moral imperative for change.

"I have a dream that one day every valley shall be exalted, every hill and mountain shall be made low, the rough places will be made plain, and the crooked places will be made straight."

King's dream is rooted in the core American values of freedom and equality. By invoking vivid, emotional imagery, he inspires hope and optimism, while also speaking to the audience's shared sense of justice and moral responsibility to end racial segregation and inequality.

Conclusion

Thus, both **ethos** (appeal to credibility) and **pathos** (appeal to emotion) can be used to appeal to the values of an audience, helping the speaker connect with the audience on a deeper, more personal level. When used together, ethos and pathos work to align the speaker's message with the values, beliefs, and ideals that the audience holds .

Rhetorical terms, **ethos** and **pathos** work together to form the rhetorical context by ensuring that the speaker is both credible and emotionally resonant. Ethos establishes trust, making the speaker credible, while pathos appeals to the audience's emotions, driving them to action or reflection. When combined effectively, these strategies can create a persuasive, memorable argument that feels both compelling and genuine.

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რიტორიკული ხერხები არგუმენტირებულ დისკურსში

რიტორიკული ხერხები არის ის ტექნიკური ენობრივი საშუალებები, რომლებიც აქტიურ როლს ასრულებენ აუდიტორიის ჩართულობისა და მოსაუბრის გამოსვლის დასამახსოვრებელი ეფექტის მოხდენისათვის საჯარო გამოსვლისას.

გავრცელებული რიტორიკული ხერხებია ეთოსი, პათოსი, ლოგოსი, ანაფორა, მეტაფორა და ა.შ.

წარმოდგენილი სტატია არის კვლევა ეთოსისა და პათოსის შესახებ. ეთოსი განხილულია როგორც მოსაუბრის სანდოობის და საკითხის ცოდნის მარწმუნებელი ხერხი. მაგალითად, გამონათქვამი – “როგორც 20 წლის გამოცდილების მქონე ექიმმა, მე შემიძლია დაგარწმუნოთ რომ ეს მკურნალობა უსაფრთხოა და იმავდროულად ეფექტური”.

მეორე ხშირად გამოყენებადი რიტორიკული ხერხია პათოსი, რომელიც ემოციურად აუდიტორიის დარწმუნებისათვის ისეთ გრძნობებს აღძრავს, როგორიცაა შიში, სიბრაზე და ემპათია.

წარმოდგენილი მასალის საფუძველზე შესაძლებელი გახდა მოგვეხდინა სემანტიკური ჯგუფების დაყოფა და ორ დიდ ჯგუფად გაერთიანება. კერძოდ, გამოვიკვლიეთ ლოგიკურად გამართული და პერსონალურად რელევანტური სემანტიკის მქონე ჯგუფები.

საკვანძო სიტყვები: რიტორიკული ხერხები, საჯარო გამოსვლა