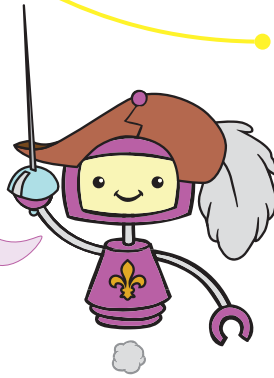


# The three musketeers

Do you remember those swashbuckling heroes, the three musketeers? Now, they were a persuasive bunch of fellows! These days, we usually try to persuade people with the power of the pen, rather than the sword. Let's find out more about writing persuasively ...



## LINKS TO:

Stage 3, Module 6

Learning Object 3: *A bit of a twist*

## PRIOR LEARNING:

### Stage 3

Module 3 Work Sheet 1: *Taken for a ride*

## 1 Ethos, logos and pathos

Persuasive writing is text written with the purpose of influencing others. You've already learnt a great deal about some aspects of persuasive writing in Stage 2, when you explored the persuasive techniques used in advertisements. But there is more to persuasive writing than advertising.

The three musketeers was really a story about four heroes: Aramis, Porthos, Athos and d'Artagnan. But when you don't have a rapier handy, and you want to convince people to join your cause, what can you do? What persuasive writing techniques can you use? It is time to meet the three musketeers of persuasive writing, Ethos, Logos and Pathos and the fourth musketeer, d'Artagnan.

### Ethos!

Ethos is one of the three modes of persuasion described by Aristotle in his book, *Rhetoric*. It is a Greek word, meaning 'character'. To be persuasive, a writer needs to convey a sense that they are reliable and credible: someone the reader should trust. This sense of the 'authority' of the speaker can come from their personal background, their established expertise on the topic about which they are writing, or from evidence within the text that they are being honest and forthright.

You can establish your ethos by using clear, direct language that is grammatically correct, and by ensuring that your argument does not contain any factual errors.

### Logos!

Logos is the use of logic. It can be introduced into your text as the basis of solid, logical arguments.

Two techniques you can use when creating an argument are inductive reasoning and deductive reasoning.

**Inductive reasoning** is when you draw a general conclusion from a particular instance, or piece of evidence.



For example:

*Kakak perempuan saya bersepatu roda ke sekolah; maka dari itu, semua anak perempuan bersepatu roda ke sekolah.*  
My sister wears roller skates to school; therefore all girls wear roller skates to school.

or

*Kakak perempuan saya bersepatu roda ke sekolah; maka dari itu, sepatu roda adalah semacam alat transportasi.*  
My sister wears roller skates to school; therefore roller skates are a form of transport.

(continued on following page)

(continued from previous page)

**Deductive reasoning** works in the opposite direction to inductive reasoning: it argues from the general to the particular.

➔ For example:

*Ada planet bulat yang bisa dihuni.*

*Bumi adalah sebuah planet yang bulat, oleh sebab itu, bumi bisa dihuni.*

Some round planets are habitable.

The earth is a round planet, therefore, the earth is habitable.

Did you notice that some examples of reasoning are not very convincing? This is called 'weak' reasoning. The opposite of weak reasoning is strong reasoning. You should always aim to use strong reasoning in your persuasive writing.

➔ For example:

*Langit berwarna biru. Langit pada malam hari berwarna hitam. Maka dari itu, langit berubah warnanya.*

The sky is blue. The night sky is black.

Therefore, the sky changes colour.

## **Pathos!**

You have already met Pathos. Sometimes he goes by another name: emotive writing. Pathos is the appeal to emotion, although it is a little more complicated than that. When you use your tone of voice, or your own passion for your subject, to rouse the audience you are using pathos. You can also call on the power of pathos by using narratives that are designed to move your readers to tears, fury or confusion!

When a writer uses narrative in persuasive writing, the values, beliefs, and understandings of the writer are implicit in the story they tell. For example, a speaker might tell a tragic story about war to motivate their readers to join a peace movement.

## **d'Artagnan!**

As well as the three musketeers of rhetoric — Ethos, Logos and Pathos — persuasive writing often includes a fourth, d'Artagnan! Here are some of his persuasive techniques.

**Value statements** may be used to create either a sense of guilt or empathy in the reader.

➔ For example:

*Kalau Anda peduli terhadap dunia, maka Anda akan mendukung usaha kami.*

If you care about the world, you will support our cause.

**Humour** may be used to create a sense of warmth between the author and the audience.

**Rhetorical questions** may be used to stimulate the reader to reflect on the issues being raised. They may also be used to provoke a sense of agreement or concern in the reader.

➔ For example:

*Apakah Anda peduli terhadap generasi muda?  
Do you care about the children of tomorrow?*

**High-flown language**, including quotations from famous texts or poetry, biblical quotations or phrasing, as well as patriotic language and symbolism, may be used to create a sense of importance. This is related to the use of ethos, as it may convince readers of the writer's intelligence, breadth of understanding, or depth of feeling.



## Exercise 2

---

Exercises 2 and 3 test your understanding of logos by asking you to come up with some examples of both inductive and deductive reasoning.

**Answer the following questions, in Indonesian. Use each of the statements provided as the basis of three different examples of inductive reasoning.**

**Rank the examples in order of strength, from the weakest example of inductive reasoning (1), to the strongest (3).**

**2.1** *Bahasa Melayu (termasuk bahasa Indonesia) digunakan oleh sekitar 280 juta orang.*

**2.1.1 Rank** \_\_\_\_\_

---

---

---

---

---

**2.1.2 Rank** \_\_\_\_\_

---

---

---

---

---

**2.1.3 Rank** \_\_\_\_\_

---

---

---

---

---

**2.2** *Ibukota Indonesia terletak di pinggir laut.*

**2.2.1** Rank \_\_\_\_\_

---

---

---

---

**2.2.2** Rank \_\_\_\_\_

---

---

---

---

**2.2.3** Rank \_\_\_\_\_

---

---

---

---

**2.3** *Zak adalah sebuah robot.*

**2.3.1** Rank \_\_\_\_\_

---

---

---

---

(continued on following page)

(continued from previous page)

**2.3.2 Rank** \_\_\_\_\_

---

---

---

---

**2.3.3 Rank** \_\_\_\_\_

---

---

---

---

### **Exercise 3**

Answer the following questions in Indonesian. Use each of the general statements provided as the basis of three different examples of deductive reasoning.

Rank the examples in order of strength, from the weakest example of deductive reasoning (1), to the strongest (3).

**3.1** *Langit berwarna biru.*

**3.1.1 Rank** \_\_\_\_\_

---

---

---

---

**3.1.2 Rank** \_\_\_\_\_

(continued on following page)

(continued from previous page)

3.1.3 Rank \_\_\_\_\_

3.2 *Planet-planet memutari matahari.*

3.2.1 Rank \_\_\_\_\_

3.2.2 Rank \_\_\_\_\_

(continued on following page)

(continued from previous page)

**3.2.3 Rank** \_\_\_\_\_

---

---

---

---

**3.3** *Robot merupakan penemuan teknologi yang canggih.*

**3.3.1 Rank** \_\_\_\_\_

---

---

---

---

**3.3.2 Rank** \_\_\_\_\_

---

---

---

---

**3.3.3 Rank** \_\_\_\_\_

---

---

---

---





(continued from previous page)

**4.3**