

ARISTOTLE'S RHETORICAL TRIANGLE:

"Rhetoric is the art of discerning, in any given situation, the available means of persuasion."

LOGOS: "Word" or "Topic"
THE TEXT / MESSAGE
 Consistent in message; academically focused; thesis-based; researched; factual
STUFFY STYLE (THE TEXTBOOK)
3RD PERSON - OBJECTIVE - FORMAL
DEDUCTIVE - STRUCTURED - LITERAL

