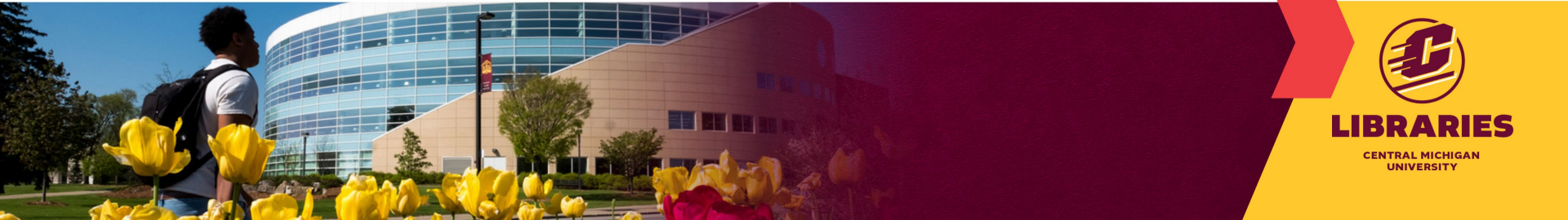


# Logos, Ethos, Pathos: Using the Rhetorical Triangle for Outreach and Engagement

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# Reflection Question 1

When was the last time you had to persuade someone of something?



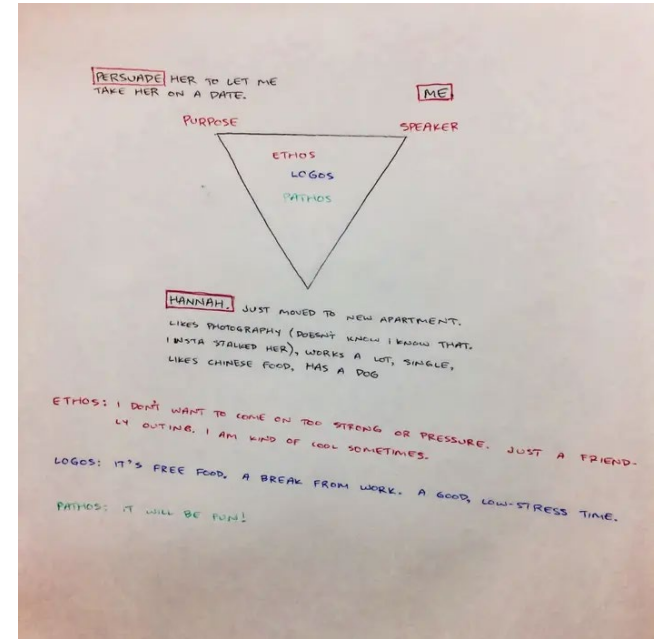
# Background

- New Liaison Librarian, February 2022
- Eager to connect with my faculty



# The Power of Aristotelian Rhetoric

- Smidt, R. (2017, October 30). *This professor helped his student ask someone out on a date and now people are taking notes.* BuzzFeed News. <https://www.buzzfeed.com/remysmidt/aristotle-comes-through>



# The Rhetorical Triangle

- Originates from Aristotle's *Rhetoric*, 4<sup>th</sup> century BCE
- “The faculty of observing the available means of persuasion, in any given situation”
- A speaker's ability to persuade is based on how well they appeal to an audience's *ethos*, *logos*, and *pathos*





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# Logos, Ethos, & Pathos

**Logos:** Arguing based on reason/facts

**Ethos:** Establishing personal credentials

**Pathos:** Inspiring emotional response

**\*Telos:** Purpose

**\*Kairos:** Setting



# Applying to My Outreach

- Chose one department as my “audience”
- Defined my purpose
- Defined the *logos*, *ethos*, and *pathos* of my appeal
- Drafted a message





# Define the Purpose

**Speaker:** Me (Liaison Librarian)

**Audience:** Broadcasting & Cinematic Arts Faculty

(Very busy; too much on their plate. Care about their students. Don't have many traditional library needs.)

**Purpose:** Persuade BCA faculty to partner with me/the library to offer instruction to their students.



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# Define *Logos, Ethos, & Pathos*

***Logos:*** Better sources/assignments from students.

Communicates multiple levels of support. Spend more time on critical thinking and design instead of navigating databases.

***Ethos:*** I am an information professional. I'm passionate about my work. I want to think outside-the-box to meet your students' needs.

***Pathos:*** Your students are busy and stressed out. I want to support them in their academic and future professional careers.



# Draft the Message

Hi \_\_\_\_\_,

I noticed that you are teaching \_\_\_\_\_ in Spring 2023 and wanted to reach out to see if you'd like to incorporate a librarian into your course. As the Arts, Media & Design librarian I'm always thinking about ways to get students the information searching skills they need, not just for their time in the academic world but to apply to their future careers. A library visit is a great opportunity for students to receive specific instruction on locating and analyzing sources, both in the library and online.

I know this is a busy time as we are gearing up for the end of fall semester. If you can find time this semester or in the new year to chat about how the library could partner with your course in the spring, please let me know. At the very least, the chance to introduce myself as your students' librarian and an additional support resource for them is my goal.

I've attached a flier with a full list of what I can provide as your department's librarian. Please let me know if you have any needs or questions!



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# Results

- Sent 8 targeted outreach emails to my Broadcasting & Cinematic Arts faculty
- 5 out of 8 scheduled instruction sessions
- 2 requested a course LibGuide



# Reflection Question #2

How do you approach outreach communications in your own work now? What strategies have worked well for you?



# Your Turn!

- Identify your audience and purpose
- Define your *logos*, *ethos*, and *pathos*
- Craft a message that incorporates all three



# Check-In

- Audience and purpose?
- What did you find most interesting about this exercise?
- Were any parts of the exercise difficult or challenging?



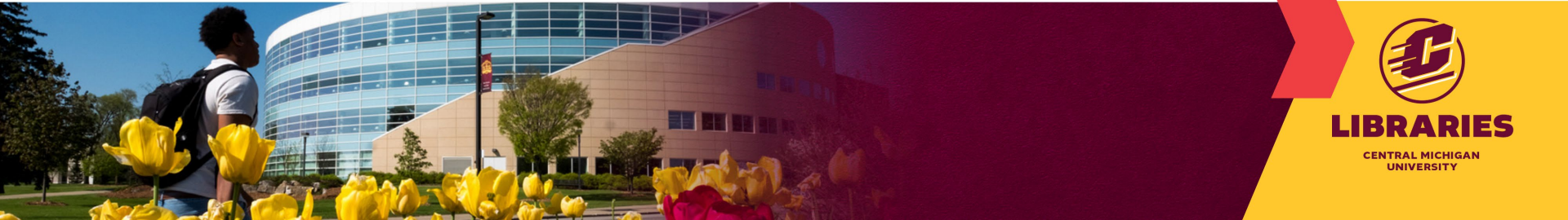
# Thank You!

## Contact Me:

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