Rhetorical Appeals: Building Ethos

Observing and Analyzing

1. As you watch the film clip from West Side Story (1961) observing what you see transpire in this scene. Focus on how they characterize the seamstresses in the scene. Then, as a class

Observation Notes

<table>
<thead>
<tr>
<th>Stereotypes Being Perpetuated</th>
</tr>
</thead>
</table>

Practice Identifying and Analyzing the Development of Ethos

2. The following is the opening from “The Myth of the Latin Woman: I Just Met a Girl Named Maria” by Judith Ortiz Cofer. It shows how a speaker establishes ethos to develop creditability and gain the trust of her audience. Note how she draws on her own Puerto Rican heritage as she describes her experience with prejudice as a young Latina.

How does she build and establish ethos, her authority to speak on the subject of racial prejudice, in this passage? Highlight two quotes (textual evidence) and use the space to the right to explain how each piece of evidence builds ethos (3 sentences each piece of evidence).

From The Myth of the Latin Woman:
I Just Met a Girl Named Maria
Judith Ortiz Cofer

1 On a bus trip to London from Oxford University where I was earning some graduate credits one summer, a young man, obviously fresh from a pub, spotted me and as if struck by inspiration went down on his knees in the aisle. With both hands over his heart, he broke into an Irish tenor’s rendition of “Maria” from West Side Story. My politely amused fellow passengers gave his lovely voice the round of gentle applause it deserved. Though I was not quite amused, I managed my version of an English smile: no show of teeth, no extreme contortions of the facial muscles – I was at this time of my life practicing reserve and cool. Oh, that British control, how I coveted it. But “Maria” had followed me to London, reminding me of a prime fact of my life: you can leave the island, master the English language, and travel as far as you can, but if you are a Latina, especially one like me who so obviously belongs to Rita Moreno’s gene pool, the island travels with you.

15 This is sometimes a very good thing – it may win you that extra minute of someone’s attention. But with some people, the same things can make you an island – not a tropical paradise but an Alcatraz, a place nobody wants to visit. As a Puerto Rican girl living in the United States and wanting like most children to “belong,” I resented the stereotype that my Hispanic appearance called forth from many people I met.
Building Ethos: Queen Elizabeth Speech at Tilbury

Directions: Read the following speech by Queen Elizabeth I in 1588 to the English troops at Tilbury assembled in preparation for an attack by the Spanish Armada.

My loving people,

1. We have been persuaded by some that are careful of our safety, to take heed how we commit ourselves to armed multitudes, for fear of treachery; but I assure you I do not desire to live to distrust my faithful and loving people. Let tyrants fear, I have always so behaved myself that, under God, I have placed my chiefest strength and safeguard in the loyal hearts and good-will of my subjects; and therefore I am come amongst you, as you see, at this time, not for my recreation and disport, but being resolved, in the midst and heat of the battle, to live and die amongst you all; to lay down for my God, and for my kingdom, and my people, my honour and my blood, even in the dust.

5. I know I have the body but of a weak and feeble woman; but I have the heart and stomach of a king, and of a king of England too, and think foul scorn that Parma or Spain, or any prince of Europe, should dare to invade the borders of my realm; to which rather than any dishonour shall grow by me, I myself will take up arms, I myself will be your general, judge, and rewarder of every one of your virtues in the field.

10. I know already, for your forwardness you have deserved rewards and crowns; and We do assure you in the word of a prince, they shall be duly paid you. In the mean time, my lieutenant general shall be in my stead, than whom never prince commanded a more noble or worthy subject; not doubting but by your obedience to my general, by your concord in the camp, and your valour in the field, we shall shortly have a famous victory over those enemies of my God, of my kingdom, and of my people.

Main Idea (1-2 sentences):

<table>
<thead>
<tr>
<th>FOCUS</th>
<th>GUIDING QUESTIONS</th>
<th>ANSWERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject</td>
<td>What is the topic or topics of this text? What is explicitly or implicitly said about the subject?</td>
<td></td>
</tr>
</tbody>
</table>
| Occasion/Context | What is the immediate occasion? What is the time and place of this speech?  
**Context** - What are the circumstances, atmosphere, attitudes, and events surrounding the text? |         |
| Audience       | Who is the audience this piece is directed at? Does the speaker identify an audience?  
What can we assume about the audience? |         |
| Purpose        | What is the goal the speaker wants to achieve? |         |
| Speaker        | Who is the speaker? What is the background of this individual? Is there a persona the speaker presents? |         |
| Tone           | What are the speaker’s attitudes toward the subjects mentioned above? |         |