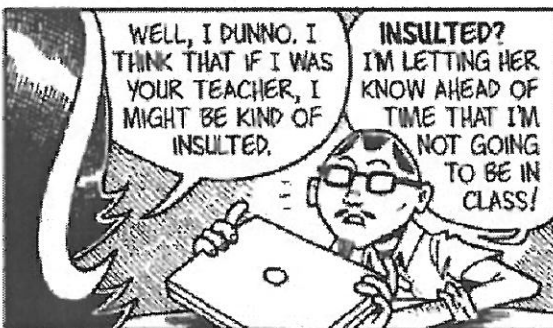
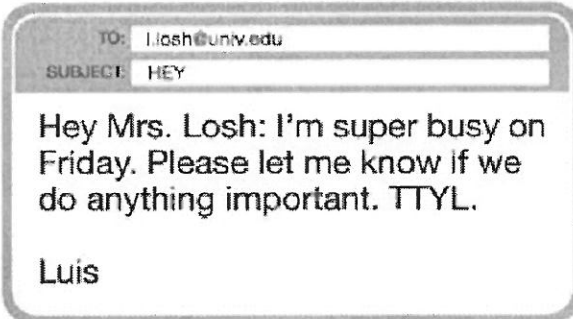
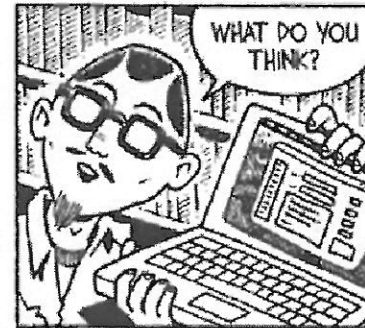
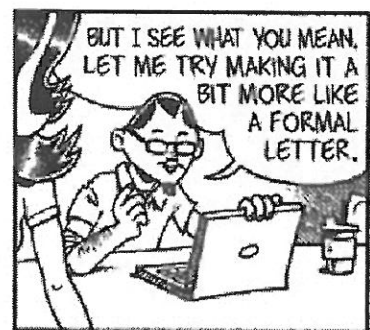
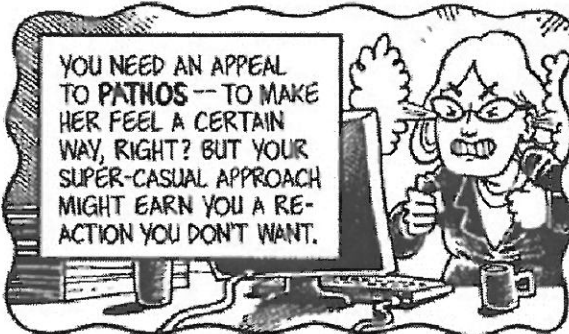
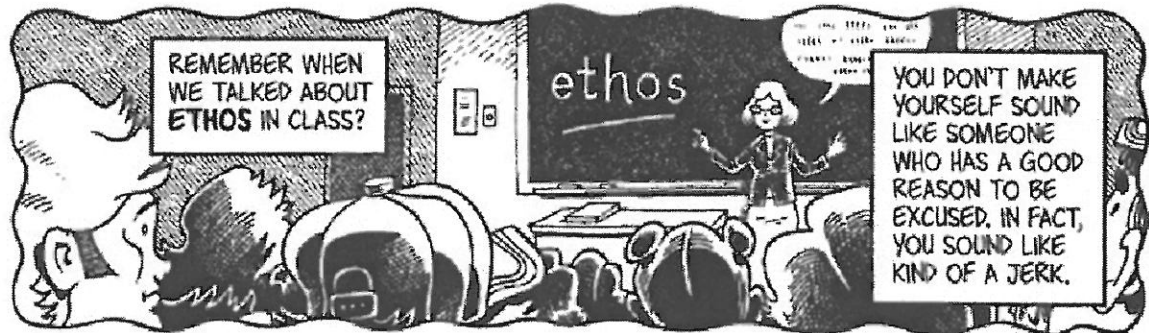


# REFRAME



What does  
**ARISTOTLE** have  
to do with **ME**?



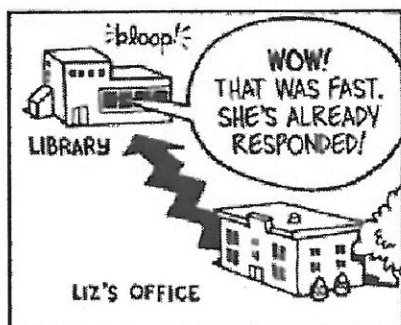
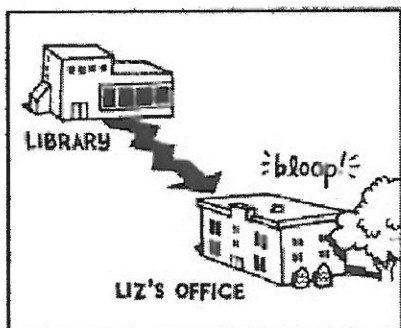
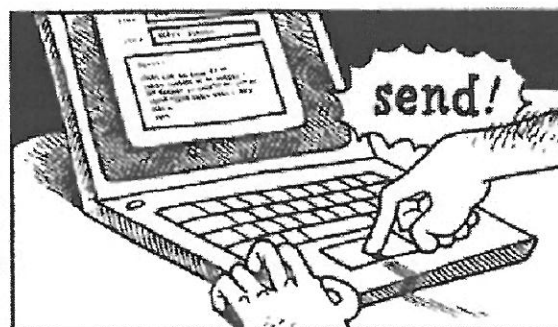
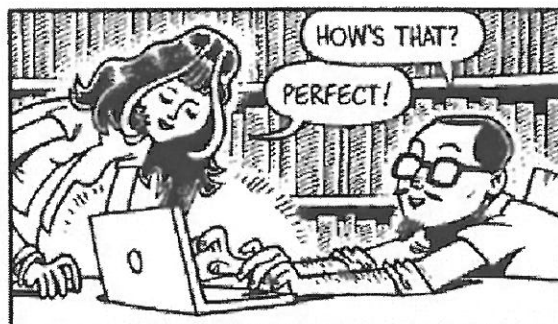


TO: llosh@univ.edu  
SUBJECT: Upcoming Absence

Dear Dr. Losh,

My older brother is on active duty in the military and is being deployed this month. My extended family will have his going-away party on Friday. I'd very much like to be there, given the circumstances. May I be excused from class? I'll be happy to make up any work, and I will ask my classmates for notes.

Sincerely,  
Luis



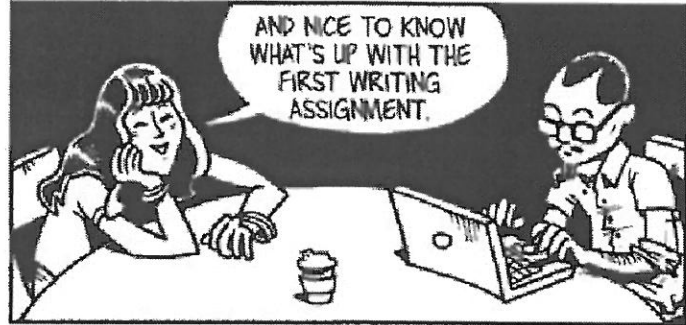
TO: luis@univ.edu  
SUBJECT: RE: Upcoming Absence

Dear Luis,

Thanks for the heads-up. We'll be starting brainstorming and process work on your first assignment, an analysis of the design of a print advertisement for an on-campus organization, service, or cause.

You should analyze the rhetorical strategies of the advertisement by commenting on its logos, pathos, ethos, and kairos. You should study details in the wording, images, typography, organization, and visual design on the page. Let me know if you have any questions, and I'll see you in class on Monday.

Best,  
Liz



2869799 201508024 134,53,245,97

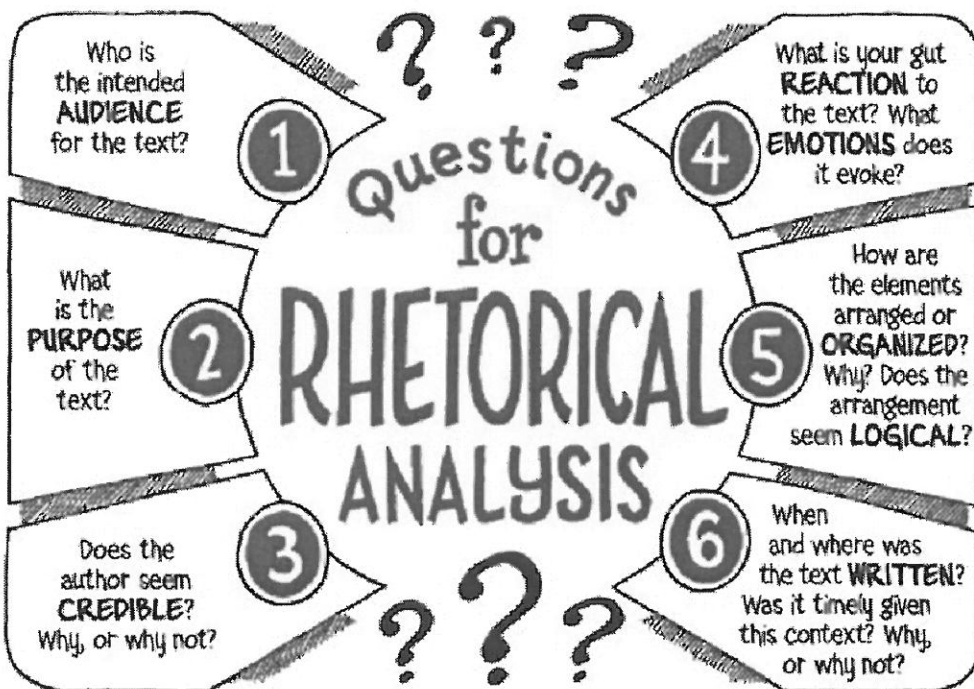
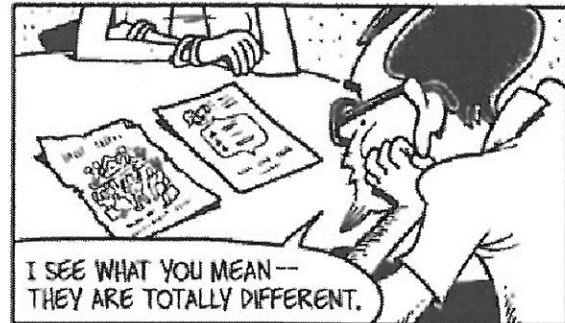
Calling all **PROSPECTIVE PLEDGES!**

JOIN US AT AN **INFORMATIONAL LUNCHEON** TO

- ★ Get a **HEAD START** on building your **RÉSUMÉ!**
- ★ Learn new **SKILLS!**
- ★ **NETWORK** with potential **COLLEAGUES** and **EMPLOYERS!**

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**BETA BETA BETA**

Monday, November 2nd  
11am - 1pm  
[No shorts or jeans, please!]

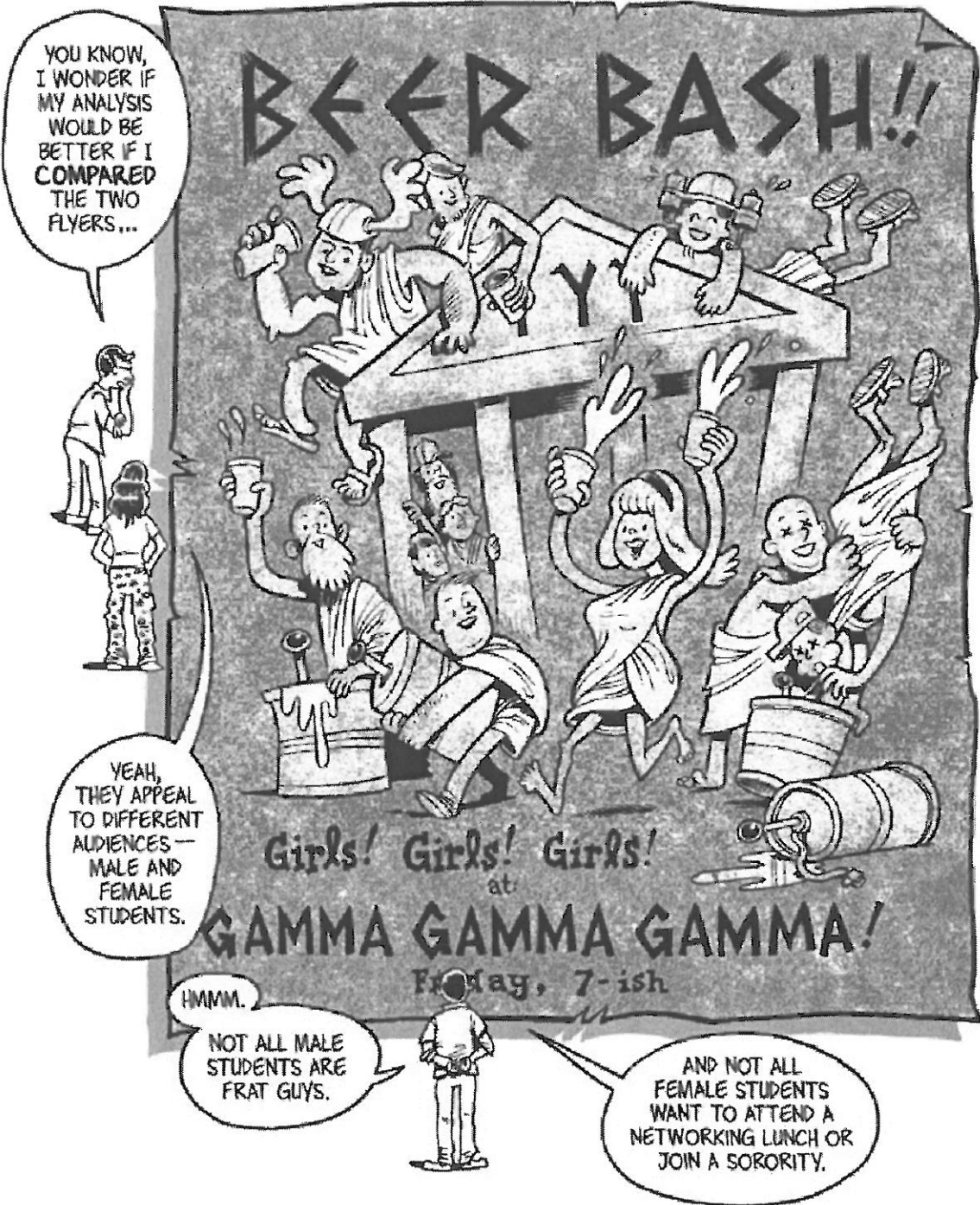


**QUICK REVIEW:**

**ETHOS**  
The credibility that a speaker/writer brings to a subject.

**PATHOS**  
Use of emotion in debate/argument.

**LOGOS**  
Appeal to reason, to the forcefulness of a well-thought-out and well-argued position.



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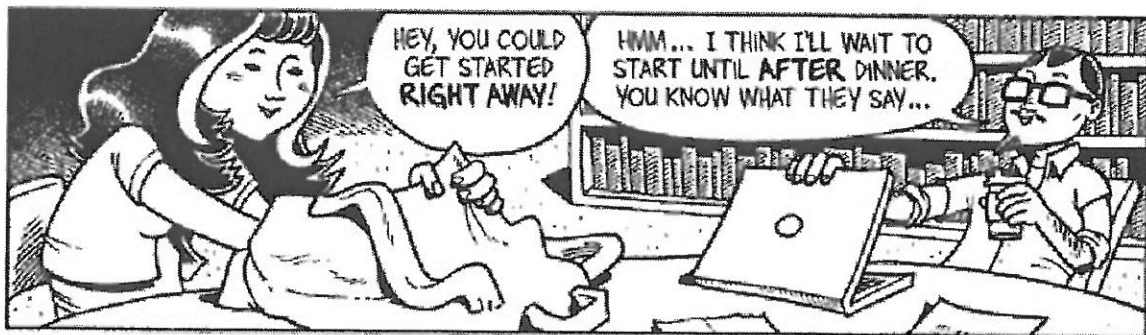
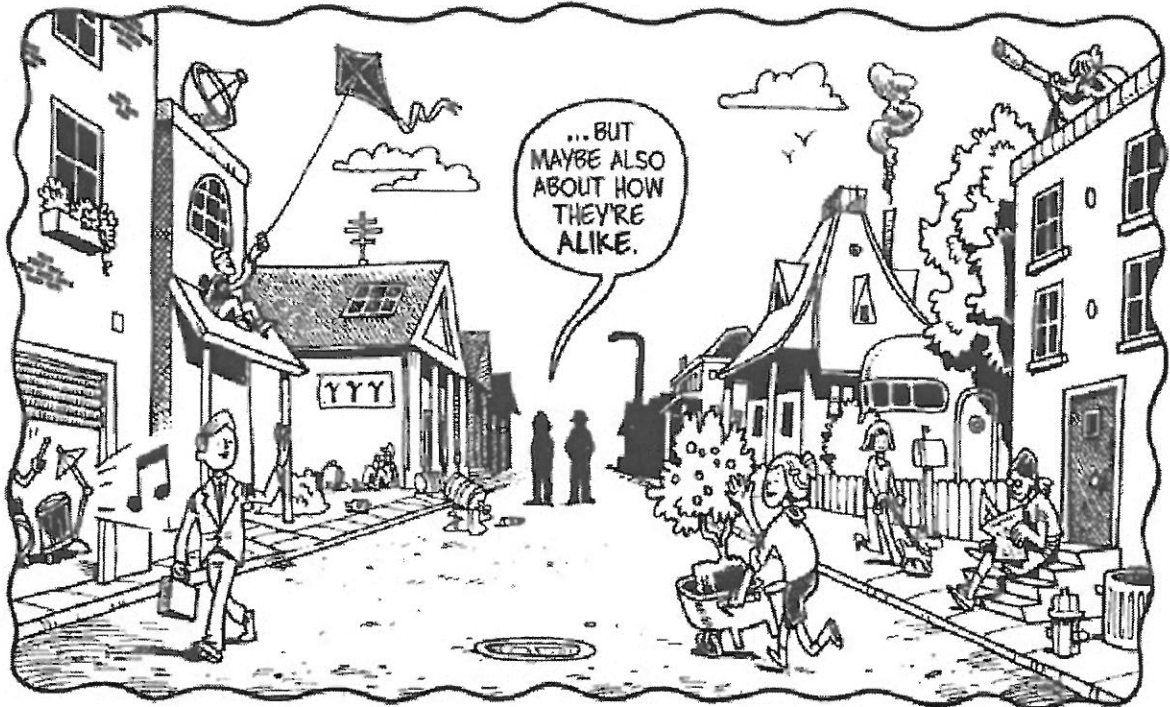
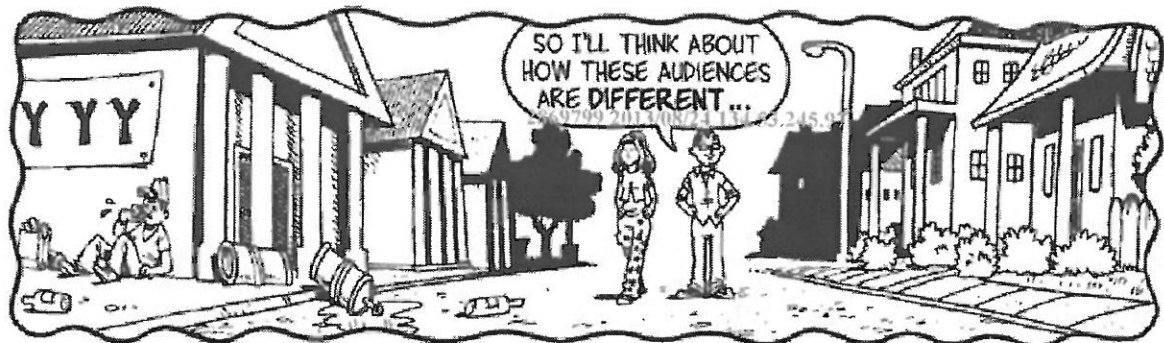
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**BETA BETA BETA**

Monday, November 2nd  
11 am - 1 pm

[No shorts or jeans, Please!]

SO WHICH MALE STUDENTS DOES THAT FLYER ADDRESS?

AND WHICH FEMALE STUDENTS ARE THE TARGET AUDIENCE HERE?







COMING UP IN THE NEXT  
EXCITING EPISODE OF  
**REFRAME**

“How do I  
**READ** this?”

[ pg. 103 ]