**Take Notes:**

Building Ethos  
According to Aristotle, ethos involves 3 things:

* Good character (ex: honesty, belief in what you are saying)
* Good sense (ex: being smart and well-prepared)
* Good will (ex: caring about others and what they think)

1. One way to do this is to use reasons that your audience cares about.
2. Another way to do this is to recognize counterclaims and deal with them.

Once you recognize a counterclaim, you can deal with it one of two ways:

1. Rebuttal: Explain why it is incorrect.
2. Concession: Acknowledge that it is a good point, but explain why your claim is still better.

**Practice:**

Example 1:

1. Write a claim answering this question: “Is a college education necessary to succed in life.”
2. Write 1-2 reasons for your claim.
3. Identify what assumptions your audience needs to agree with to accept your reasoning.

Example 2:

1. Write a claim answering this question: “Can money buy happiness?”
2. Write 1-2 reasons for your claim.
3. Think about possible counterclaims to your claim. Try to express it as fairly as possible. How would people who disagree with you state their position?

**Application**

For your chosen speech topic, write a short explanation of how you will deal with a counterclaim.

Examples:

* Although some people think that \_\_\_[counterclaim]\_\_\_, in reality \_\_\_[claim]\_\_\_.
* \_\_\_\_\_[Claim]\_\_\_\_ is clearly the right choice despite understandable concerns about \_\_[counterclaim]\_\_.
* It is true that \_\_\_\_\_[counterclaim]\_\_\_\_\_\_\_\_\_\_ ; however, \_\_\_\_\_[claim]\_\_\_\_.