

Derived Ethos

One way I will develop ethos in my speech is by using a program I made myself as a visual aid. This will demonstrate to the audience that I have a firm grasp of the topic and will show sagacity. Another way I will develop ethos is by referring to my own experience. By telling the audience about the cyber security seminar, and admitting I was wrong, I will show strong moral character.

Enthymemes

Categorical

Major Premise: Anyone who uses the internet is at risk of cyber crime.

Minor Premise: My audience uses the internet.

Conclusion: My audience is at risk of cyber crime.

Test:

1. Only three terms appear and each term is used twice.
2. The middle term is used in its universal sense and appears first in the minor premise.
3. The minor premise is affirmative.

Hypothetical

Major Premise: If a person does not use strong cyber security, they will become a victim of cyber crime.

Minor Premise: Mat Honan did not use strong cyber security.

Conclusion: Mat was a victim of cyber crime.

Test: The two conditions are causally related and the minor premise affirms the antecedent.

Emotional/Motive Appeals

1. I will use Mat Honan's story to evoke fear in my audience. Many of the members in my audience wrote that they were not worried about having better passwords, so helping them visualize the danger will motivate them.
2. I will then appeal to their sense of self-preservation by reminding them that my solution is easy and will give them peace of mind.

Stylistic Devices

Simile: Bad password habits are like bad car repairs. The consequences aren't immediate, but they will catch up to you eventually.

Hyperbole: That one, eight hour class was powerful enough to make me break 25 years of bad habits.