Michael Kochin (PhD, University of Chicago, 1996) will present some work from his forthcoming book, *Five Chapters on Rhetoric: Character, Action, Things, Nothing, and Art* (Penn State University Press, 2009). In this talk, he will clarify the duality of ethos, untangling the apparent paradox by which democratic leaders stand out, and yet must persuade an audience that they are one of the crowd. He will also give two further applications of the duality of ethos, to explore how the speaker claims our attention in the first place, and to explain the role of principled arguments and the role of factual assertions in political speech.