

Lecture 7, Sep 24, 2021

- Engineering vocabulary looks like everyday vocabulary, but some words are used in very specific and precise ways (e.g. usability)
- Three types of appeal: logos (pure reason), pathos (emotional connection), and ethos (trust in persona)
 - Logos is used in requirements through the basic facts
 - Ethos is used in requirements through research (trust in research); our ethos is built through trusting the right authority