

Ethos, Pathos, Logos: Rhetorical Appeals

When reading or writing... What is the author's Central argument? Who is the author's target audience? What is the author's purpose in writing this? How is the author trying to persuade the audience?

Rhetorical Appeals or "Persuasive Techniques"

- Rhetoric: The art of using language persuasively and effectively
- Rhetorical appeal: a strategy used in an argument to support a claim and respond to opposing arguments.
- Rhetorical appeals are used by writers to persuade readers to think or act in a certain way.
- A strong argument generally uses all three!

<p>Ethos = Ethics and Credibility</p> <p>The ongoing establishment of a writer's/speaker's authority, <u>Credibility</u>, and believability as he/she <u>speaks</u> or <u>writes</u>.</p> <p>Ethos appeals to <u>ethics</u> and <u>character</u>.</p> <p>Ethos seeks to persuade the reader that the writer/speaker can be <u>trusted</u> and <u>believed</u> due to his/her <u>noble</u> character or ethical ways in which he/she is presenting <u>ideas</u>.</p>	<p>Pathos = Emotion</p> <p>The use of <u>emotion</u> to persuade.</p> <p>Pathos appeals to the <u>heart</u> and to one's <u>emotions</u>.</p> <p>Pathos seeks to <u>persuade</u> the reader emotionally.</p>	<p>Logos = Logic</p> <p>The use of <u>logic</u>, rationality, and <u>critical</u> reasoning to persuade.</p> <p>Logos appeals to the <u>mind</u>.</p> <p>Logos seeks to persuade the reader <u>intellectually</u>.</p>
<p>Some Examples of Ethos</p> <ul style="list-style-type: none"> <input type="checkbox"/> Appeal to the writer's/speaker's believability, qualifications, <u>Character</u>; using <u>relevant</u> information <input type="checkbox"/> Use <u>credible</u> sources (<u>experts</u>, scholars) <input type="checkbox"/> Cites <u>sources</u>: gives credit where credit is due <input type="checkbox"/> <u>Experience</u> and authority: knows the <u>issues</u>, has experience; knows the <u>audience</u> and situation <input type="checkbox"/> Professional <u>language</u>: uses language of the <u>topic</u> <input type="checkbox"/> <u>Humility</u>: is not <u>arrogant</u> <input type="checkbox"/> Uses language that shows professional <u>understanding</u> <p>Examples: GOOD: "The research <i>suggests</i> that," "Some experts believe," "In <i>my experience</i>," etc. BAD: "Everyone is doing this," "This is the <i>only</i> way," "This will <i>always</i> work."</p>	<p>Some Examples of Pathos</p> <ul style="list-style-type: none"> <input type="checkbox"/> Appeal to the <u>heart</u> /emotion <input type="checkbox"/> Draw from spirituality or religious <u>traditions</u> <input type="checkbox"/> <u>Stories</u> or testimonials <input type="checkbox"/> Personal <u>stories</u> and <u>personal</u> connections <input type="checkbox"/> <u>Image</u> or <u>words</u> that <u>inspire</u> you to empathize or have compassion <input type="checkbox"/> <u>Powerful</u> words, <u>phrases</u>, or images that stir up emotion or <u>inspire</u> <input type="checkbox"/> <u>Details</u> that come from subjective <u>reporting</u> 	<p>Some Examples of Logos</p> <ul style="list-style-type: none"> <input type="checkbox"/> Appeal to the <u>mind</u> /intellect <input type="checkbox"/> Draw from philosophy and <u>logic</u> <input type="checkbox"/> <u>Facts</u> and <u>statistics</u> <input type="checkbox"/> "If... then..." <u>statements</u> <input type="checkbox"/> Definitions of <u>terms</u> <input type="checkbox"/> Explanation of <u>ideas</u> <input type="checkbox"/> <u>Cause</u> and <u>effect</u> <input type="checkbox"/> <u>Details</u> that come from objective <u>reporting</u> <input type="checkbox"/> Logical <u>reasons</u> and explanations <input type="checkbox"/> Counterargument and <u>rebuttal</u>