

Rhetorical Appeals Writing Commons (2012)

Rhetorical Appeal	Abbreviated Definition	Reflective Questions
<u>Ethos</u>	<p style="text-align: center;">appeal to credibility</p> <p style="text-align: center;"><i>You may want to think of ethos as related to "ethics," or the moral principles of the writer: ethos is the author's way of establishing trust with his or her reader.</i></p>	<p>Why should I (the reader) read what the writer has written?</p> <p>How does the author cite that he or she has something valid and important for me to read?</p> <p>Does the author mention his or her education or professional experience, or convince me that he or she is a valid, educated, and experienced source?</p>
<u>Pathos</u>	<p style="text-align: center;">appeal to emotion</p> <p style="text-align: center;"><i>You may want to think of pathos as "empathy," which pertains to the experience of or sensitivity toward emotion.</i></p>	<p>How is the writer trying to make me feel, or what has he or she written that makes me want to do something?</p> <p>What specific parts of the author's writing make me feel happy, sad, inspired, dejected, and so on?</p>
<u>Logos</u>	<p style="text-align: center;">appeal to logic</p> <p style="text-align: center;"><i>You may want to think of logos as "logic," because something that is logical "makes sense"—it is reasonable.</i></p>	<p>What evidence does the writer provide that convinces me that his or her argument is logical—that it makes sense?</p> <p>What proof is the author offering me?</p>
<u>Kairos</u>	<p style="text-align: center;">appeal to timeliness</p> <p style="text-align: center;"><i>You may want to think of kairos as the type of persuasion that pertains to "the right place and the right time."</i></p>	<p>Does the writer make claims that are particularly important given what is happening right now?</p> <p>How is the author "making the most of the moment" or attempting to speak to the concern of his or her audience?</p>

Source URL: <http://writingcommons.org/information-literacy/understanding-arguments/rhetorical-analysis/rhetorical-appeals/583-rhetorical-appeals>
 Saylor URL: <http://www.saylor.org/courses/#1.1.2>

Attributed to: [Writing Commons]



www.saylor.org

Page 1 of 1