

Writers often use rhetorical appeals to persuade their audience using three different techniques: ethos, pathos, and logos.

### **Ethos**

Ethos appeals to the writer's credibility. Ethos shows their knowledge and experience to prove they are the best person to be talking about that specific topic or issue. Common examples are showing your experience, talking about your education/background regarding the topic, or any previous research you have done before writing.

Questions to ask:

- How is the writer qualified to talk about this topic?
- Does the writer show more than one viewpoint of the argument?
- How has the writer connected themselves to the topic?

### **Pathos**

Pathos appeals to the emotions of the readers. Pathos also appeals to beliefs and values.

Questions to ask:

- Does the writer make the audience feel an emotion?
- Are vivid examples, details, and images used to engage the reader's emotions and imagination?
- Who is the intended audience? Who is going to have the strongest emotional reaction to this information?

### **Logos**

Logos appeals to reason. The author makes clear connections between ideas making sure not to leave any holes in their argument. Logos is used

to support your argument with truth and fact. Common examples are the use of statistics and the use of common beliefs to prove their argument.

Questions to ask:

- Do you have any questions about how the argument is supported?
- Is the argument supported by facts and credible information?
- Is the thesis clear and specific?