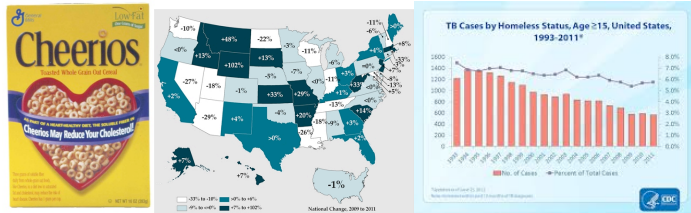


Identifying Rhetorical Strategies: Logos, Pathos, and Ethos

Rhetoric: The art of using language persuasively and effectively

Logos = Logic

The use of logic, rationality, and critical reasoning to persuade. Logos appeals to the mind. Logos seeks to persuade the reader intellectually.

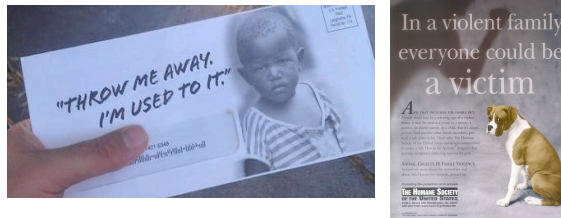


Some Examples of Logos

- Appeal to the mind/intellect
- Draw from philosophy and logic
- Facts
- Statistics
- If, then... statements
- Definitions of terms
- Explanation of ideas
- Cause and effect
- Details that come from objective reporting
- Logical reasons and explanations

Pathos = Emotion

The use of emotions to persuade. Pathos appeals to the heart and to one's emotions. Pathos seeks to persuade the reader emotionally.



Some Examples of Pathos

- Appeal to the heart/emotion
- Draw from spirituality or religious traditions
- Stories or testimonials
- Personal anecdotes or stories
- Personal connections
- Imagery and figurative language that provokes an emotional response
- Visual images or words that inspire you to empathize or have compassion towards the idea/topic
- Powerful words, phrases, or images that stir up emotion
- Details that come from subjective reporting

Ethos = Ethics and Credibility

The ongoing establishment of a writer's or speaker's authority, credibility, and believability as he/she speaks or writes. Ethos appeals to ethics and character. Ethos seeks to persuade the reader that the writer/speaker can be trusted and believed due to his/her noble character or ethical ways in which he/she is presenting ideas.



Some Examples of Ethos

- Appeal to the writer's/speaker's believability, qualifications, character; relevant biographical information
- Use of credible sources (experts, scholars)
- Accurate citation of sources: gives credit where credit is due
- Experience and authority: person knows the issues and has experience in the field
- Appropriate language: uses language of the discipline
- Appropriate tone: knows the audience and context of situation
- Humility: is not arrogant
- Uses tentative yet authoritative language; avoids sweeping statements like "Everyone is doing this," "This is the *only* way," "This will *always* work." Instead says, "The research *suggests* that," "Some experts believe," "In my *experience*," etc.

Logos = Logic

The use of logic, rationality, and critical reasoning to persuade. Logos appeals to the mind. Logos seeks to persuade the reader intellectually.

Highlight All Quotes Using Logos from Speech...
Color _____

Label each (type of example)

"In this country, 50% of marriages end in divorce."	Statistic
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Pathos = Emotion

The use of emotion and affect to persuade. Pathos appeals to the heart and to one's emotions. Pathos seeks to persuade the reader emotionally.

Highlight All Quotes Using Pathos from Speech...**Color** _____

Label each (type of example)

"Never, never, in nothing great or small, large or petty, never give in except to convictions of honor and good sense. Never yield to force; never yield to the apparently overwhelming might of the enemy." Winston Churchill	Visual imagery or words which are meant to inspire (During WWII against the Nazis)
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Ethos = Ethics and Credibility

The ongoing establishment of a writer's or speaker's authority, credibility, and believability as he/she speaks or writes. Ethos appeals to ethics and character. Ethos seeks to persuade the reader that the writer/speaker can be trusted and believed due to his/her noble character or ethical ways in which he/she is presenting ideas.

Highlight All Quotes Using Ethos from Speech...**Color** _____

Label each (type of example)

"Before I was President, I was the Governor of New York."	Experience and authority of person
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