Identifying Rhetorical Strategies - Logos, Pathos, and Ethos Rhetoric: The art of using language persuasively and effectively

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| **Logos = Logic**  The use of logic, rationality, and critical reasoning to persuade. Logos appeals to the mind. Logos seeks to persuade the reader intellectually. | **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. | **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 Logos  ο Appeal to the mind/intellect  ο Draw from philosophy and logic  ο Facts  ο Statistics  ο If, then… statements  ο Definitions of terms  ο Explanation of ideas  ο Cause and effect  ο Details that come from objective reporting ο Logical reasons and explanations  ο Counterargument and rebuttal | Some Examples of Pathos  ο Appeal to the heart/emotion  ο Draw from spirituality or religious traditions ο Stories or testimonials  ο Personal anecdotes or stories  ο Personal connections  ο Imagery and figurative language that provokes an emotional response  ο Visual images or words that inspire you to empathize or have compassion towards the idea/topic  ο Powerful words, phrases, or images that stir up emotion  ο Details that come from subjective reporting | Some Examples of Ethos  ο Appeal to the writer’s/speaker’s believability, qualifications, character; relevant biographical information  ο Use of credible sources (experts, scholars)  ο Accurate citation of sources: gives credit where credit is due  ο Experience and authority: person knows the issues and has experience in the field  ο Appropriate language: uses language of the discipline  ο Appropriate tone: knows the audience and context of situation  ο Humility: is not arrogant ο 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. |