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/intellectο Draw from philosophy and logicο Facts ο Statistics ο If, then… statements ο Definitions of terms ο Explanation of ideasο Cause and effect ο Details that come from objective reporting ο Logical reasons and explanationsο 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. |