Ethos, Pathos & Logos (also called Rhetorical Appeals)



Strategies to
Persuade
Strong arguments
use all 3 appeals!

Ethos – persuasion by building trust & credibility

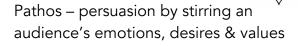
Strategies:

- Showing you are knowledgeable, honest, fair, ethical, objective, experienced, sincere, reliable, etc.
- Showing you have similar interests, concerns and values as your audience
- Showing dedication to & passion about your topic
- Using language & style appropriate to your audience



PATHOS

VALUES | EMOTIONS



Strategies:

- Appeals to desires (desire to be more attractive, popular, belong, powerful, rich, etc.)
- Appeals to emotions fear, anger, excitement, pity / pulls on heart strings
- Appeals to audience's values & beliefs

Logos – persuasion using logic, reasoning and evidence.

Strategies:

- Statistics & data
- Proven facts
- Definitions
- Factual comparisons
- · Concrete evidence

