**Identifying Rhetorical Strategies: Logos, Pathos, and Ethos**

***Rhetoric: The art of using language 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. **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 emotion and affect 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.
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