**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. |