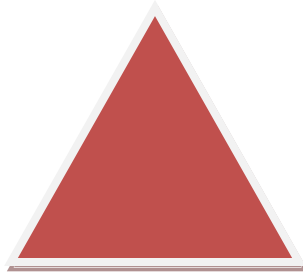


Rhetorical Triangle

Logos (idea, message)



Pathos (force, emotion)

Ethos (form, manner)

Every communication is essentially a trilateral relationship. Each point of the triangle influences the others, and all are influenced by the context of the communication. Each point of the triangle bears some responsibility for the success of the communication, and each point of the triangle corresponds with one of Aristotle's three appeals (i.e. general means of persuasion).

Logos: Rational Appeals

Appeal to logical reasoning ability of readers:

- Facts
- Case Studies
- Statistics
- Experiments
- Logical Reasoning
- Analogies
- Anecdotes
- Authority Voices

Logos derives from the intellectual understanding shared by the writer/speaker and the audience. By persuading your audience to acknowledge the logos of your argument, which includes all facts, statistics, definitions, analogies, quotations from authorities, and other evidence offered in support of your claims, you (or the academic text you are reading) create a direct link between objectivity and persuasion.

Pathos: Emotional Appeals

Appeal to beliefs and feelings/higher emotions:

- Belief in Fairness
- Love
- Pity
- Greed
- Lust
- Revenge
- Avarice

Pathos is rare in academic writing, which is mostly based on textual evidence and analysis. However, pathos can be used to appeal to an audience's moral or ethical biases. Consider what genre you are writing in and who your audience is before employing a pathetic appeal. Use sparingly and handle with care.

Ethos: Ethical Appeals

Appeal to a sense of credibility, competence, fairness, and/or authority

- Trustworthiness
- Credibility
- Reliability
- Expert Testimony
- Reliable Sources
- Fair/Balanced Argument

Ethos focuses on the writer (or speaker) and his/her presentation as a person worthy of the reader's trust. Much of your success will depend upon the connection you create with your audience. Ethos is fundamentally a writer's attempt to adjust to the tastes of the audience in question. In writing, you must depend upon your choice of words and their arrangement, as well as tone, to convey your ethos.