



STUDENT SUCCESS
CENTER

Rhetorical Appeals

In order to build a strong argument, you must know how to use rhetorical appeals correctly and efficiently. Three popular appeals are pathos, ethos, and logos.

What are they?

Pathos: an appeal to emotions, **Ethos:** an appeal to ethics, **Logos:** an appeal to logic

When do I use them?

Pathos: Use pathos to evoke a certain emotion in the audience, be it sadness, happiness, anger, etc. This appeal is especially effective when writing persuasive pieces.

Ethos: Use ethos to convince your audience to trust in the credibility of your piece.

Logos: Use logic to convince your audience by way of reasoning.

How do I use them?

Pathos: With pathos, it is important to consider word choice. Choose words that evoke the connotation you are looking for. Imagery can also be very effective. Make sure to conjure images that can induce the feelings you want. Do not hesitate to use plenty of adjectives.

Ethos: With ethos, the source of your information is vital to making a successful appeal. When introducing statistics or information, make sure to establish the credibility of the person who gave that information.

Logos: With logos, you should check that any and all facts or arguments you are presenting are consistent and logical. Make sure to look at your argument and assure that all points are made without any bias in mind.

What are some examples?

Pathos: “The poor dog had been abused for years. When I picked him up, he shook in my hands and cried, probably thinking I was going to hurt him like his previous owner had. He was emaciated, but his huge, watery eyes convinced me to take him home.”

Ethos: “According to Dr. Howard, a 30 year veteran with Shriners Hospital...”

Logos: “This algorithm has not failed for 30 years; it is unlikely it will start now.”