

# RHETORIC

# Rhetorical Appeals

<b>Rhetorical Appeal</b>	<b>Definition</b>	<b>Questions to Ask</b>
<b>Ethos</b>	appeal to credibility <i>You may want to think of ethos as related to "ethics," or the moral principles of the writer: ethos is the author's way of establishing trust with his or her reader.</i>	<ol style="list-style-type: none"><li>1. Why should I read what the writer has written?</li><li>2. How does the author cite that he or she has something valid and important for me to read?</li><li>3. Does the author mention his or her education or professional experience?</li></ol>
<b>Pathos</b>	appeal to emotion <i>You may want to think of pathos as "empathy," which pertains to the experience of or sensitivity toward emotion.</i>	<ol style="list-style-type: none"><li>1. How is the writer trying to make me feel, or what has he or she written that makes me want to do something?</li><li>2. What specific parts of the author's writing make me feel happy, sad, inspired, dejected, and so on?</li></ol>
<b>Logos</b>	appeal to logic <i>You may want to think of logos as "logic," because something that is logical "makes sense"—it is reasonable.</i>	<ol style="list-style-type: none"><li>1. What evidence does the writer provide that convinces me that his or her argument is logical—that it makes sense?</li><li>2. What proof is the author offering me?</li></ol>
<b>Kairos</b>	appeal to timeliness <i>You may want to think of kairos as the type of persuasion that pertains to "the right place and the right time."</i>	<ol style="list-style-type: none"><li>1. Does the writer make claims that are particularly important given what is happening right now?</li><li>2. How is the author "making the most of the moment" or attempting to speak to the concern of his or her audience?</li></ol>
<b>Mythos</b>	appeal to culture <i>You may want to think of mythos as the stories that people tell each other about the way things are.</i>	<ol style="list-style-type: none"><li>1. Does the writer rely on any shared values, concepts, or symbols to make his or her argument appealing to the readers?</li><li>2. What parts of this argument might be invisible and "obvious" to me as a member of this culture?</li></ol>

