



RHETORICAL *Appeals*



Ethos

APPEAL TO CREDIBILITY OR AUTHORITY

- Gaining the trust of your audience
- Developing character, credibility, and authority as a writer
- Relying on credible sources and experts



Pathos

APPEAL TO EMOTION

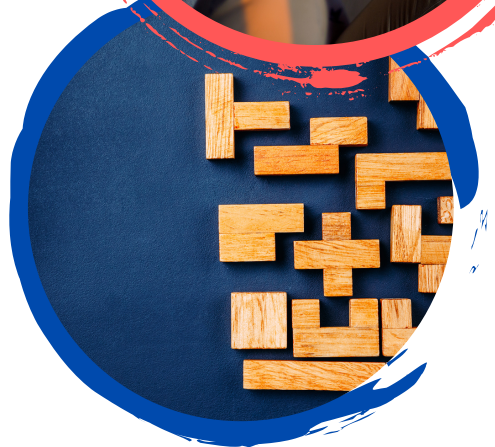
- Creating an emotional response within the reader
- Connecting to your reader through common bonds such as hopes, dreams, fears, and beliefs
- Evoking feelings that will help advance your argument



Logos

APPEAL TO LOGIC OR REASON

- Appealing to your reader through rational, logic thought
- Making logical connections with sound reasoning and evidence
- Avoiding quick conclusions or false assumptions



Kairos

TIMELINESS

- The perfect time to convey your message
- The timeliness of your writing: how it fits into the circumstances around you



THE ART OF PERSUASIVE WRITING