Rhetorical Appeals

How writers persuade an audience

Ethos

- **Credibility** and trust
- Expert, experience, good character

"As a doctor for 20 years..."

Pathos

- **Emotion**
- Stories, vivid images, loaded words

"Imagine a puppy left out in the cold."

Logos

- **Logic** and reason
- Facts, statistics, cause and effect

"9 out of 10 students improved."

Also watch for Kairos: why is this the right time to make the argument?