

Introduction to Rhetoric

Rhetoric is the art of using language to persuade listeners and readers.

Aristotle said that all of our persuasive techniques fall into one of the three categories:

Ethos, Logos, or Pathos

Ethos is the way a speaker or writer builds credibility. What makes him sound trustworthy or believable?

Logos is the logical appeal of the speaker's argument. When a speaker uses logos, he is appealing to our sense of reason, fairness, and logic.

Pathos is the emotional appeal of the speaker's argument. A speaker might try to make us feel angry, patriotic, proud, anxious, attractive, etc. in order to persuade us to his purpose.

Quick-Write: Your parents have grounded you from going to Homecoming because you have a D in math. Using all three rhetorical appeals (credibility, logic, and emotion), write a paragraph to persuade your parents to let you go.