

Rhetorical Appeals Summary

Rhetorical Appeal	Abbreviated Definition	Reflective Questions
Ethos	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>	Why should I (the reader) read what the writer has written? How does the author cite that he or she has something valid and important for me to read? Does the author mention his or her education or professional experience, or convince me that he or she is a valid, educated, and experienced source?
Pathos	Appeal to Emotion <i>You may want to think of pathos as "empathy," which pertains to the experience of or sensitivity toward emotion.</i>	How is the writer trying to make me feel, or what has he or she written that makes me want to do something? What specific parts of the author's writing make me feel happy, sad, inspired, dejected, and so on?
Logos	Appeal to Logic <i>You may want to think of logos as "logic," because something that is logical "makes sense"—it is reasonable.</i>	What evidence does the writer provide that convinces me that his or her argument is logical—that it makes sense? What proof is the author offering me?
Kairos	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>	Does the writer make claims that are particularly important given what is happening right now? How is the author "making the most of the moment" or attempting to speak to the concern of his or her audience?

