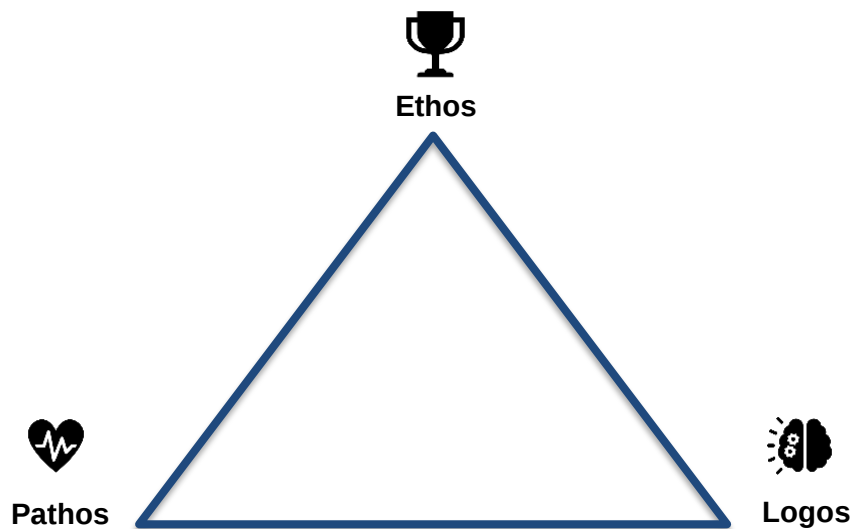


The Rhetorical Triangle

Persuasion is like a craft, with various appeals and strategies carefully molded together to create a convincing argument. The rhetorical triangle is a visual of the various appeals used, meant to assist the writer in the essay-making process.



Ethos

- Ethos is an appeal to character and directly relates to the writer's credibility and moral values. It molds the audience's perception of the writer's character.
- **Ways to Create Ethos:**
 - Associate yourself in some meaningful way with your audience.
 - Ground your argument in your audience's shared beliefs and assumptions.
 - Share personal credentials at the beginning.
 - Provide personal experience that relates to the topic.
 - Use sources *that your audience considers authoritative*. For an academic audience, that means using reliable, scholarly sources.
 - Draw on multiple and varying sources.
 - Be fair when referencing opposing views.
 - Make concessions when appropriate.

Pathos

- Pathos is an appeal to emotions and often is what draws readers into an argumentative presentation. It is important to utilize this appeal to elicit a reaction from your audience.
- **Ways to Create Pathos:**
 - Use specific, sympathetic examples and stories.
 - Use concrete language, details, and descriptions.
 - Use metaphors, analogies, and personification.
 - Use parallel structure and other rhythmic rhetorical devices.
 - Follow a series of long clauses or phrases with a short one— within parallel structure.

Logos

- Logos is an appeal to logic and includes factual evidence and statistics. The audience will likely be convinced by logical appeals when facts and evidence come from reliable sources.
- **Ways to Create Logos:**
 - Avoid logical fallacies.
 - Explain every step or point of your reasoning process.
 - Use ample evidence and examples.
 - Refute all possible counter-evidence and arguments.