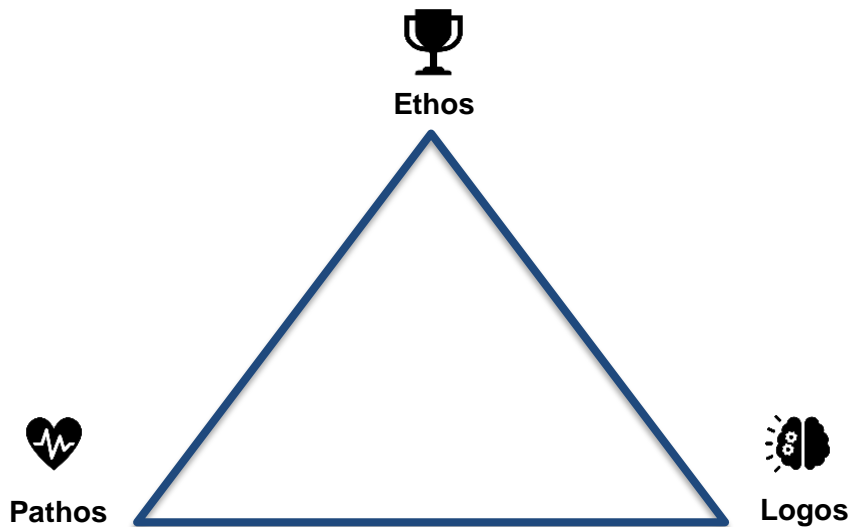


# The Rhetorical Triangle

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.