RHETORICAL ANALYSIS
[LOGOS, ETHOS, & PATHOS]

The ancient Greek philosopher, Aristotle, identified three principal ways writers or speakers can appeal to or convince their audience. These three appeals are *logos*, *ethos*, and *pathos*. By incorporating all three of these in your paper, you will have a balanced, powerful argument.

LOGOS

Appeals to the reader's logical or rational mind. Uses:

- Statistics
- Facts
- Case studies
- Logic
  - Explain
  - Analyze
  - Discuss

ETHOS

Appeals to the reader's desire for a credible author. Involves:

- Giving a professional appearance
- Citing credible sources (*not* Wikipedia)
- Treating opposing arguments fairly
- Using a genuine, professional tone
- If applicable, indicating your relationship to the topic (expertise or personal experience)

PATHOS

Appeals directly to the reader's emotions. Involves:

- Giving personal experiences (your own or others')
- Using detailed descriptions of experiences and examples
- Making abstract concepts personal through real life stories

When using pathos, remember:

- Personal experiences are not appropriate for all types of essays (check assignment guidelines)
- Sometimes emotional arguments can be overused and abused (purely emotional arguments are a favorite trick of advertisers and politicians)