Ethos, Pathos, Logos Implementation in Rhetorical Analysis

Whether speaking or writing, the way to persuade someone is to use rhetoric: the art of effective writing or speaking. The three appeals are the cornerstone method of rhetorical analysis. Many years ago, Aristotle discussed these three terms in his well-known book Rhetoric. He considered them to be the primary persuasive strategies that authors should use in their papers.

**Ethos**

The Ethos appeals to ethics. You evaluate an appeal to ethos, you examine how successfully a speaker or writer establishes authority or credibility with her intended audience. You are asking yourself what elements of the essay or speech would cause an audience to feel that the author is (or is not) trustworthy and credible.

**Methods of implementing ethos:**
- Design your communications professionally
- Conduct sound and ethical research (and cite all sources)
- Use appropriate jargon to demonstrate awareness of the field and your audience
- Follow established conventions and paradigms
- Make logical connections between ideas and avoid logical fallacies at all costs

**Pathos**

The Pathos appeals are the emotional reaction of the target audience to the arguments provided by the author. When you evaluate pathos, you are asking whether a speech or essay arouses the audience’s interest and sympathy. You are looking for the elements of the essay or speech that might cause the audience to feel (or not feel) an emotional connection to the content.

**Methods of implementing pathos:**
- Use humor to keep people engaged
- Show images that evoke strong emotions
- Choose words that get people excited or emotionally charged
- Change your tone of voice or pace to evoke enthusiasm or angst

**Logos**

The Logos means the use of the rational thinking. When you evaluate an appeal to logos, you consider how logical the argument is and how well-supported it is in terms of evidence. You are asking yourself what elements of the essay or speech would cause an audience to believe that the argument is (or is not) logical and supported by appropriate evidence.

**Methods of implementing logos:**
- Use statistics or established facts
- Name features of a product or service
- Reference research in support of your claim
- Make logical connections between concepts
- Be specific (when appropriate, be as specific as possible and avoid generalizations)

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