

Rhetorical Appeals (or modes of persuasion)

The rhetorical appeals were introduced by Aristotle (382-322 B.C.) in his text *Rhetoric*:

Of the modes of persuasion furnished by the spoken word there are three kinds. [...] Persuasion is achieved by the speaker's *personal character* when the speech is so spoken as to make us think him credible. [...] Secondly, persuasion may come through the hearers, when the *speech stirs their emotions*. [...] Thirdly, persuasion is effected through the *speech itself* when we have proved a truth or an apparent truth by means of the persuasive arguments suitable to the case in question.

Three Appeals

Ethos

- Proof in the Persuader (ethical appeal)
- Arguments based on increasing the writer or the paper's credibility and authority
 - How knowledgeable and prepared is the writer
- Types
 - Referring to your skills or titles
 - Research from reliable sources
 - Personal Experience and/or interest in the topic
 - References to credible individuals (quotes and paraphrase)
- Pros: enhances writer; makes other research look better; adds new voices
- Cons: bias may influence; lack of expertise shows; doesn't work by itself

Pathos (the pathetic)

- Emotional appeals
- Arguments based on reactions from readers
 - Connects argument to reader values
- Types
 - Vivid Language (metaphor, simile, word choice)
 - Examples/Stories
 - Imagery (ex: animal rights newsletters or arguments about abortion)
- Pros: highly persuasive; involves readers; can lead to quick action
- Cons: over-emotion; easier to disprove; readers may have negative reaction

Logos

- Logical appeals
- Appeals and arguments that refer to factual proof, evidence, and/or reason
- Types
 - Statistics
 - Examples
 - Cause and Effect
 - Syllogism ($A + B = C$)
- Pros: hard to disprove; highly persuasive; makes writer look more prepared (enhances ethos)
- Cons: Numbers can lie or confuse; may not intrigue reader (lack of emotion); may be inaccurate

Sources to consult:

Lunsford, Andrea. *Everything's an Argument*. Boston: Bedford/St. Martin's, 2010

Trimbur, John. *The Call to Write*. Wadsworth, 2010. (Chapter 3)

<http://owl.english.purdue.edu/owl/resource/588/04/> (Using Rhetorical Strategies)