

Rhetorical Triangle

RHETORIC: *Using arguments, written or spoken, to support a claim.*

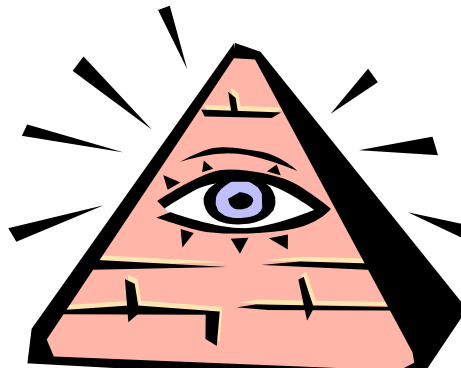
PURPOSE: *To change the beliefs or behavior of a reader or listener.*

LOGIC (LOGOS):

Does the argument make sense?
Does it include evidence, facts or statistics?

EMOTIONAL APPEALS (PATHOS)

Does the argument “feel right”?
Does it connect to the values and interests of the audience?
Does it include stories, humor, imagery, patriotism or fear tactics?



CREDIBILITY (ETHOS):

Does the writer/speaker

- Seem trustworthy?
- Have personal experience with the issue?
- Acknowledge opposing viewpoints (counterclaims)?
- Quote experts?