• Rhetoric is the art of persuasion.
• The goal of persuasion is to change others’ point of view or to move others to take action.
• There are three methods of persuasion:
LOGOS = LOGIC / REASON

Logos is an argument based on facts, evidence and reason.

Using logos **means appealing to the readers’ sense of what is logical.**
ETHOS = ETHICS / IMAGE

Ethos is an argument based on character.

The **writer or speaker presents him or herself to the reader as credible, trustworthy, honest, and ethical.**
PATHOS = PASSION / EMOTIONS

Pathos is an argument based on feelings
Using pathos means **appealing to readers’ emotions and feelings** (ex. fear, sympathy, love, pride, etc.)

+ Emotionally loaded language
+ Emotional examples
+ Connotative meanings
+ Figurative language
+ Vivid descriptions
+ Sensory detail
+ Flatters or empowers audience
+ Appeals to audience’s self-interest
+ Anecdotes, testimonies, narratives
SUMMARY

Something that is becoming clear to me about rhetoric is… (1-2 sentences)