

Rhetorical Appeals

Rhetorical Appeal	Abbreviated Definition	Reflective Questions
Telos	<p>appeal to purpose</p> <p><i>You may want to think of telos as related to "purpose," as it relates to the writer or speaker or debater.</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Infer the purpose of the author, speaker, or debater. <input type="checkbox"/> Elaborate on how the opening and concluding statements clearly reveal the purpose. <input type="checkbox"/> Decide if the purpose is supported with detail or elaboration.
Ethos	<p>appeal to credibility</p> <p><i>You may want to think of ethos as related to "ethics," or the moral principles of the writer: ethos is the author's way of establishing trust with his or her reader.</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Infer why an individual would decide to read or listen to what the writer has written. <input type="checkbox"/> Explain how the author cites that he or she has something valid and important for an individual to read or listen to.
Pathos	<p>appeal to emotion</p> <p><i>You may want to think of pathos as "empathy," which pertains to the experience of or sensitivity toward emotion.</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Decide how the writer/speaker is making the reader/listener respond. <input type="checkbox"/> Hypothesize how the writer/speaker is inciting passion.
Logos	<p>appeal to logic</p> <p><i>You may want to think of logos as "logic," because something that is logical "makes sense"—it is reasonable.</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Explain how the writer/speaker is developing a logical argument. <input type="checkbox"/> Elaborate on the proof that is given to convince the reader/listener to agree with the writer/speaker's position.
Kairos	<p>appeal to timeliness</p> <p><i>You may want to think of kairos as the type of persuasion that pertains to "the right place and the right time."</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Analyze how the writer makes claims that are relevant to what is happening. <input type="checkbox"/> Decide if the author "is making the most of the moment" or attempting to write /speak to the concern of the audience.

Adaptation by Steve Carrier and Beryl Irene Bailey, Ed.D., based on: Source URL: <http://writingcommons.org/information-literacy/understanding-arguments/rhetorical-analysis/rhetorical-appeals/583-rhetorical-appeals> Saylor URL: <http://www.saylor.org/courses/#1.1.2>

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