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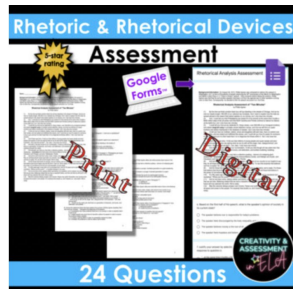
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# Logos, Ethos, and Pathos

Logical Appeal	Ethical Appeal	Emotional Appeal
<ul style="list-style-type: none"> <li>• Facts</li> <li>• Statistics</li> <li>• Analogies</li> <li>• Definitions</li> <li>• Counterarguments</li> <li>• References to history or the past</li> <li>• Quotes from experts and authorities</li> <li>• Cause and effect statements (If..., then...)</li> <li>• Research results</li> <li>• Rhetorical questions (that do NOT contain threats or elicit guilt)</li> </ul>	<ul style="list-style-type: none"> <li>• Does the author, celebrity endorser, or organization <b>establish credibility</b>?</li> <li>• Does the author <b>establish trustworthiness</b>?</li> <li>• Is advice offered from authors, experts, or organizations who know what they are talking/writing about?</li> <li>• Is it asking you to do the right thing and help the greater good by appealing to <b>widely accepted</b> moral values? (Do <i>not</i> confuse with <i>calls to action</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• Personal stories (Anecdotes)</li> <li>• Personal beliefs (“I think”, “I believe”, “I feel”)</li> <li>• Words, phrases, or images that evoke fear, excitement, sadness, joy, etc. (loaded words aka charged language)</li> <li>• Figurative language (simile, metaphor, hyperbole, etc.) that stirs an audience’s feelings</li> <li>• Rhetorical questions (that DO contain threats or elicit guilt)</li> <li>• Threats</li> <li>• Flattery or insults</li> <li>• Calls to action (i.e. protest, help the cause, vote!)</li> </ul>
<b>Persuasive Effect</b>		
Evokes a rational, reasonable response. Evidence and proof provides support.	Demonstrates author’s reliability and competence. Shows respect for the audience’s ideas and moral values.	Evokes an emotional, sometimes irrational response.

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