[**Rhetorical Appeals**](http://writingcommons.org/open-text/information-literacy/rhetorical-analysis/rhetorical-appeals/583-rhetorical-appeals)

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| **Rhetorical Appeal** | **Abbreviated Definition** | **Reflective Questions** |
| [**Ethos**](http://writingcommons.org/open-text/information-literacy/rhetorical-analysis/rhetorical-appeals/161-writing-commons-book/information-literacy/rhetorical-analysis/585-ethos) | appeal to credibility  *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.* | * Why should I (the reader) read what the writer has written? * How does the author cite that he or she has something valid and important for me to read? * Does the author mention his or her education or professional experience, or convince me that he or she is a valid, educated, and experienced source? |
| [**Pathos**](http://writingcommons.org/open-text/information-literacy/rhetorical-analysis/rhetorical-appeals/161-writing-commons-book/information-literacy/rhetorical-analysis/591-pathos) | appeal to emotion  *You may want to think of pathos as "empathy," which pertains to the experience of or sensitivity toward emotion.* | * How is the writer trying to make me feel, or what has he or she written that makes me want to do something? * What specific parts of the author's writing make me feel happy, sad, inspired, dejected, and so on? |
| [**Logos**](http://writingcommons.org/open-text/information-literacy/rhetorical-analysis/rhetorical-appeals/161-writing-commons-book/information-literacy/rhetorical-analysis/593-logos) | appeal to logic  *You may want to think of logos as "logic," because something that is logical "makes sense"—it is reasonable.* | * What evidence does the writer provide that convinces me that his or her argument is logical—that it makes sense? * What proof is the author offering me? |