

## Rhetorical Appeals

**Logos:** Appeal to logic, facts, and evidence. A writer working with logos needs to include common sense and reason, inductive and deductive reasoning, as well as evidence based on statistics, data, and expert opinions.

EX: “There were three dogs that survived the sinking of the *Titanic*, a Pekingese and two Pomeranians.”

**Pathos:** Appeal to emotion. A writer working with pathos needs to include examples that would elicit a strong emotional response from the audience while avoiding obvious attempts to manipulate the audience.

EX: Ads asking for support of starving children, abused pets, and other things that tug at your heartstrings fit into this category.

**Ethos:** Appeal to morality and values based on the author’s credibility, authority, and motive. A writer working with ethos builds credibility through appropriate treatment of subject, audience, and opposition, and by demonstrating thorough knowledge of the subject

EX: Students should establish common ground with the audience, explain their own experiences and interest with the subject, and use credible, reliable sources cited properly.

(Adapted from Purdue Owl Online Writing Guide)

**Kairos:** Taking the opportunity; striking while the iron is hot. A writer working with kairos should choose a contemporary issue and work with current sources and opinions.

(Kairos is not a part of the SAT required knowledge.)