A General Summary of Aristotle's Appeals . . .

Rhetoric (n) - the art of speaking or writing effectively (Webster's Definition).

According to Aristotle, rhetoric is "the ability, in each particular case, to see the available means of persuasion." He described three main forms of rhetoric: Ethos, Logos, and Pathos.

In order to be a more effective writer, you must understand these three terms. This site will help you understand their meanings and it will also show you how to make your writing more persuasive.

The goal of argumentative writing is to persuade your audience that your ideas are valid, or more valid than someone else's.

The Greek philosopher Aristotle divided the means of persuasion, appeals, into three categories--Ethos, Pathos, Logos.

Ethos (Credibility), or ethical appeal, means convincing by the character of the author. We tend to believe people whom we respect. One of the central problems of argumentation is to project an impression to the reader that you are someone worth listening to, in other words making yourself as author into an authority on the subject of the paper, as well as someone who is likable and worthy of respect.

Ethos (Greek for 'character') refers to the trustworthiness or credibility of the writer or speaker. Ethos is often conveyed through tone and style of the message and through the way the writer or speaker refers to differing views. It can also be affected by the writer's reputation as it exists independently from the message--his or her expertise in the field, his or her previous record or integrity, and so forth. The impact of ethos is often called the argument's 'ethical appeal' or the 'appeal from credibility.'

Logos (Logical) means persuading by the use of reasoning. Giving reasons is the heart of argumentation, and cannot be emphasized enough.

Logos (Greek for 'word') refers to the internal consistency of the message--the clarity of the claim, the logic of its reasons, and the effectiveness of its supporting evidence. The impact of logos on an audience is sometimes called the argument's logical appeal.

Pathos (Emotional) means persuading by appealing to the reader's emotions. Language choice affects the audience's emotional response, and emotional appeal can effectively be used to enhance an argument.
[P]athos (Greek for 'suffering' or 'experience') is often associated with emotional appeal. But a better equivalent might be 'appeal to the audience's sympathies and imagination.' An appeal to pathos causes an audience not just to respond emotionally but to identify with the writer's point of view— to feel what the writer feels. In this sense, pathos evokes a meaning implicit in the verb 'to suffer'— to feel pain imaginatively.... Perhaps the most common way of conveying a pathetic appeal is through narrative or story, which can turn the abstractions of logic into something palpable and present. The values, beliefs, and understandings of the writer are implicit in the story and conveyed imaginatively to the reader. Pathos thus refers to both the emotional and the imaginative impact of the message on an audience, the power with which the writer's message moves the audience to decision or action.

**Or The Shorthand Version:**

**Ethos:** the source's credibility, the speaker's/author's authority

**Logos:** the logic used to support a claim (induction and deduction); can also be the facts and statistics used to help support the argument.

**Pathos:** the emotional or motivational appeals; vivid language, emotional language and numerous sensory details.