

## LOCATING RHETORICAL APPEALS IN A TEXT

ETHOS: the character of the writer that comes through in his or her words.

### How to find evidence of an author's *ethos*:

- Find out about and look for references to the author's background, profession, previous work, guiding philosophy, etc.
- Look for places the author makes comments that indicate sincerity, fair-mindedness, expertise, likeability, moral vision, etc.
- Locate concessions to the opposing arguments and/or evidence that could compromise the author's claims. (Or, for signs of a weak ethos, note how the author fails to acknowledge such arguments or evidence.)
- Notice the author's use of appropriate evidence, language and style in light of the audience s/he is targeting.

### The effect of *ethos*:

- To cause the reader to TRUST & RESPECT the author.
- To give the author--and therefore his/her argument--CREDIBILITY.

PATHOS: words or passages that activate emotions in the reader.

### How to find evidence of *pathos* in writing:

- Information and anecdotes that elicit an emotional response in the reader, such as fear, sadness, joy, patriotism, humor, sympathy, empathy, and so on.
- An emotional tone or language used by the author *may* indicate a pathos appeal by the author: it is the effect on the *reader* that matters. It is possible, therefore, that an author's emotion may not convey to the reader.  
When assessing a possible pathos appeal, ask yourself: was this (example, info, story, wording) *intended* to make the reader FEEL something?

### The effect of *pathos*:

- To cause an emotional response in the reader that causes him/her to CARE about the issue.
- To create a desire on the part of the reader to DO SOMETHING about the issue.

LOGOS: the reasoning that a writer uses

### How to find evidence of *logos* in writing:

- Logical claims that are supported by verifiable evidence, such as statistics, factual data, research, historical anecdotes, etc.
- Logical reasoning that "adds up" to an argument.

### The effect of *logos*:

- Evokes a rational, intellectual (as opposed to emotional) response.
- Causes the argument to "make sense."