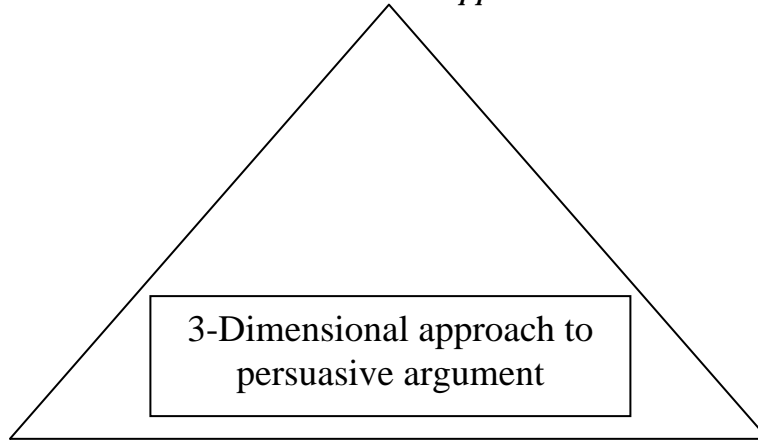


The Rhetorical Triangle

The Fundamentals of Effective Persuasive Writing

LOGOS (Message)

*How can I make the argument internally consistent and logical?
How can I find the best reasons and support with the best evidence?*



PATHOS (Outward to Audience)

How can I make the reader open to my message? How can I best appeal to my reader's values and interests? How can I engage my reader emotionally and imaginatively?

ETHOS

(Inward to Self as Writer/Speaker)
*How can I present myself effectively?
How can I enhance my credibility and trustworthiness?*

LOGOS: Clarity and structure of message; logic of main supporting evidence; logical appeal

PATHOS: (The core of most arguments). Appeal to audience's emotions and values; turn from abstractions of logic to tangible stories; "pathetic" (emotional) appeal; engages the reader's imagination, moving the audience to a deeper appreciation of the argument's significance. **Cannot be manipulative, or you risk losing ethos.**

ETHOS: Credibility or character of speaker/writer; tone/style/voice/presence; illustrates your personal investment in your claim; establishes reputation/honesty/expertise; ethical appeal

IMPORTANT POINTS TO CONSIDER:

- Effective arguments consider all three points on this triangle. When you alter one point of the triangle (for example, when you change the audience for whom you are writing), you often need to alter the other points. **They are interrelated.**
- All three of the corners of the Rhetorical Triangle overlap. You can do one or all of them in a single paragraph.
- Be aware of, and avoid all **logical fallacies**. (See "Logical Fallacies" handout).