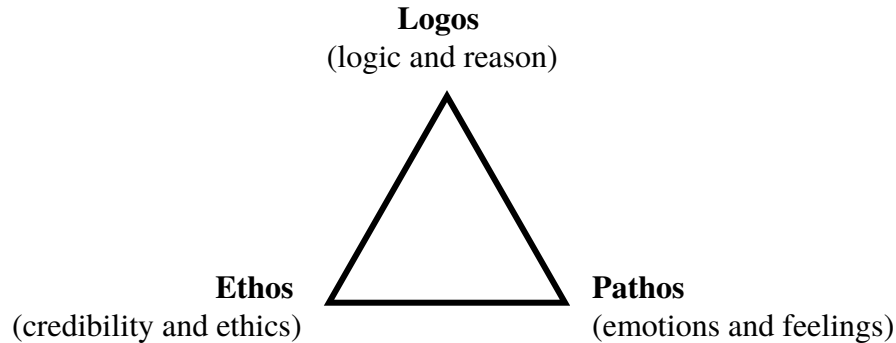


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Writing with Pathos, Logos, and Ethos

When writing your argumentative essay, consider implementing pathos, ethos, and logos based approaches. All three approaches should be balanced throughout your paper in order to create a strong point.



Pathos

- the appeal to emotion, means to persuade an audience by purposely evoking certain emotions to make them feel the way the author wants them to feel.
- Example: The heartfelt appeal in the charity ad featuring...

Questions to consider:

- Does it appeal to the emotion of the audience?
- Are there vivid details and imagery that express emotion and imagination?
- Does it evoke sympathy or other emotions?
- Is this writing effective in making the audience feel a certain way?

Logos

- The appeal to logic, means to appeal to the audiences' sense of reason or logic.
- Example: The data driven graphs in this paper logically support...

Questions to consider:

- Does this writing include facts, statistics, and other historical knowledge?
- Is the thesis statement clear and does it have supporting arguments with evidence?
- Does it avoid logical fallacies such as broad generalizations?

Ethos

- Establishes the writer's credibility or authority to make the audience trust them.
- Example: As a seasoned scientist with decades of research...

Questions to consider:

- Does the supporting evidence have a credible source?
- Does the writer include a counterargument?
- Is the writing professional and organized?
- Does the writer clarify their own positionality and knowledge?

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