

Rhetoric

“The deliberate exploitation of eloquence for the most persuasive effect in public speaking or writing.”

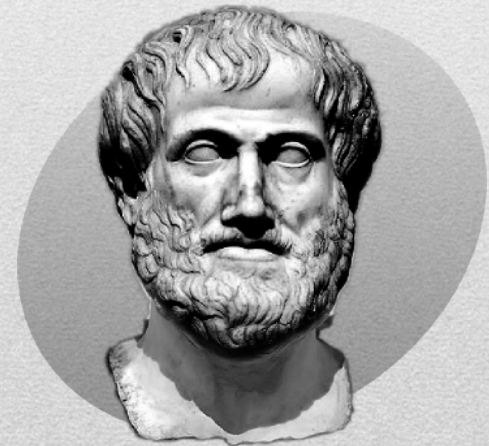
Oxford Concise Dictionary of Literary Terms

1. LOGOS (appealing to the head)

Logos, or appeal through reasoning, was considered the most important appeal by Aristotle. He regretted that persuasion of people could not happen through information alone. Logos is concerned with what is said whereas the other two appeals are concerned more with how it is said.

ARISTOTLE'S APPEALS

Aristotle
Greek Philosopher
384-322 BCE

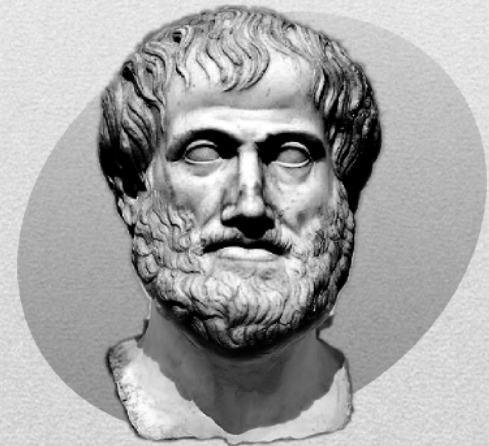


2. PATHOS (appealing to the heart)

Pathos, or appeal through emotion, is important because how we feel about an issue is directly related to what we know about it. Without effective use of pathos, persuasion is unlikely to move people to action on any issue. Pathos is often considered a stronger motivating force than logos.

ARISTOTLE'S APPEALS

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3. ETHOS (authority or being legit!)

Ethos, or appeal through character, is the first of the persuasive appeals to have an impact on any audience. Aristotle considered it the most important attribute of any writer or speaker. The audience has to find the writer or speaker's character credible and trustworthy – otherwise nothing said from that point on will be persuasive.

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