## RHETORIC

### Rhetorical Appeals

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| **Ethos**         | appeal to credibility | 1. Why should I read what the writer has written?  
2. How does the author cite that he or she has something valid and important for me to read?  
3. Does the author mention his or her education or professional experience? |
| **Pathos**        | appeal to emotion  
*You may want to think of pathos as "empathy," which pertains to the experience of or sensitivity toward emotion.* | 1. How is the writer trying to make me feel, or what has he or she written that makes me want to do something?  
2. What specific parts of the author's writing make me feel happy, sad, inspired, dejected, and so on? |
| **Logos**         | appeal to logic  
*You may want to think of logos as "logic," because something that is logical "makes sense"—it is reasonable.* | 1. What evidence does the writer provide that convinces me that his or her argument is logical—that it makes sense?  
2. What proof is the author offering me? |
| **Kairos**        | appeal to timeliness  
*You may want to think of kairos as the type of persuasion that pertains to "the right place and the right time."* | 1. Does the writer make claims that are particularly important given what is happening right now?  
2. How is the author "making the most of the moment" or attempting to speak to the concern of his or her audience? |
| **Mythos**        | appeal to culture  
*You may want to think of mythos as the stories that people tell each other about the way things are.* | 1. Does the writer rely on any shared values, concepts, or symbols to make his or her argument appealing to the readers?  
2. What parts of this argument might be invisible and “obvious” to me as a member of this culture? |