

APPLYING THE PERSUASIVE APPEALS

To your own writing/speaking

ETHOS

CREDIBILITY • AUTHORITY • STRONG CHARACTER • GOOD WILL

Make a solid impression.



MISTAKES TO AVOID:

1. Appearing ill-informed/misinformed about the topic
2. Showing signs of a character flaw (like untrustworthiness)
3. Appearing not to care about your audience's interests
4. Dishonesty, name-calling, talking down to your audience

EFFECTIVE RHETORICAL DEVICES:

Anecdotes, denotation, definitions, references to authority (especially celebrity endorsements)

STRATEGIES TO USE:

- Show that you have done your research
- Use correct terminology and specialized language
- Reference your credentials/relevant life experience
- Give appropriate background information
- Emphasize shared values with your audience
- Speak with confidence
- "Piggyback" off another person's ethos by citing approval from respected authorities

PATHOS

EMOTION • BELIEFS • VALUES • PASSION

Inspire your audience to feel a certain way.



MISTAKES TO AVOID:

1. Failing to connect with the audience in a meaningful way
2. Using too much emotion at the expense of credible info

EFFECTIVE RHETORICAL DEVICES:

Anaphora, anecdotes, colloquialisms, connotation, closing by return, figurative language (like similes, metaphors, imagery), humour, sentence fragments, rhetorical questions, repetition

STRATEGIES TO USE:

- Use emotionally charged language
- Appeal to the audience's values, hopes, and desires
- Infuse your writing with figurative language
- Choose words with strong connotations
- Show the audience your "human side"
- Manipulate the tone, volume, speed of your voice
- Use other emotion-eliciting tools like carefully selected images, music, and sound effects

LOGOS

LOGIC • RATIONALITY • SOUND REASONING • HARD FACTS

Develop an argument that cannot be refuted.



MISTAKES TO AVOID:

1. Citing ideas that are false, inaccurate, or outdated
2. Not conducting thorough and relevant research
3. Failing to think logically
4. Information overload

EFFECTIVE RHETORICAL DEVICES:

Analogies, definitions, examples, facts, statistics, references to authority, compare and contrast, cause and effect

STRATEGIES TO USE:

- Show that you have done your research
- Support your claims with concrete evidence
- Anticipate and plan to address counterarguments
- Incorporate expert/professional testimonies
- Use a variety of data, facts, statistics, and examples
- When possible, opt for the visual representation of data in the form of accessible charts/graphics