LOGOS: Logic
- Offers debatable thesis statement
- Presents logical organization
- Provides detail and development
- Establishes evidence and support

PATHOS: Emotion
- Appeals to shared values of audience
- Draws on strong imagery to appeal to emotions
- Avoids manipulative use of emotional references

ETHOS: Ethics
- Establishes credibility through authority created through logical and reasonable support, evidence, and research
- Presents and fairly refutes at least one opposing argument
- Maintains a reasonable tone
- Incorporates credible and reliable scholarly sources
- Indicates where source information begins and ends in the text; avoids plagiarism
- Avoids inflammatory language and logical fallacies

When crafting an argument, writers must strike a balance between the three rhetorical appeals. To sway readers, writers must:

1. Present a logical argument
2. Establish their own credibility
3. Show readers why they should care about the issue or concept

The rhetorical appeals help writers accomplish these goals.

For more information, or for assistance with crafting an argument, visit the BHSU Writing Assistance Center. 642-6922. WritingCenter@BHSU.edu