

Ethos, Pathos, Logos: Identifying the Rhetorical Device

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Ethics

The writer's effort to convince the audience of *his/her* character and credibility

- Appropriate grammar, vocabulary, and language directed towards the audience
- Restrained, sincere, and fair minded presentation

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Passion

The writer's attempt to persuade the audience by appealing to their emotions

- Vivid, concrete language
- Emotionally loaded language
- Connotative meanings
- Emotional examples
- Vivid descriptions
- Narratives of emotional events
- Emotional tone
- Figurative language

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Logic

The writer's use of logic and reason as a tool to influence the reader

- Theoretical, abstract language
- Literal and historical analogies
- Factual data & statistics
- Quotations
- Citations
- Informed opinions