Rhetorical Appeals

Rhetorical Appeal	Abbreviated Definition	Reflective Questions
Telos	appeal to **purpose** *You may want to think of telos as related to "purpose," as it relates to the writer or speaker or debater.*	☐ **Infer** the purpose of the author, speaker, or debater. ☐ **Elaborate on** how the opening and concluding statements clearly reveal the purpose. ☐ **Decide** if the purpose is supported with detail or elaboration.
Ethos	appeal to **credibility** *You may want to think of ethos as related to "ethics," or the moral principles of the writer: ethos is the author's way of establishing trust with his or her reader.*	☐ **Infer** why an individual **would decide to** read or listen to what the writer has written. ☐ **Explain** how the author cites that he or she has something valid and important for an individual to read or listen to.
Pathos	appeal to **emotion** *You may want to think of pathos as "empathy," which pertains to the experience of or sensitivity toward emotion.*	☐ **Decide** how the writer/speaker is making the reader/listener respond. ☐ **Hypothesize** how the writer/speaker is inciting passion.
Logos	appeal to **logic** *You may want to think of logos as "logic," because something that is logical "makes sense"—it is reasonable.*	☐ **Explain** how the writer/speaker is developing a logical argument. ☐ **Elaborate on** the proof that is given to convince the reader/listener to agree with the writer/speaker's position.
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."*	☐ **Analyze** how the writer makes claims that are relevant to what is happening. ☐ **Decide** if the author "is making the most of the moment" or attempting to write /speak to the concern of the audience.