<table>
<thead>
<tr>
<th>Rhetorical Appeal</th>
<th>Abbreviated Definition</th>
<th>Reflective Questions</th>
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| **Telos**         | appeal to **purpose**  | □ Infer the purpose of the author, speaker, or debater.  
You may want to think of telos as related to "purpose," as it relates to the writer or 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**  | □ Infer why an individual would decide to read or listen to what the writer has written.  
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.  
□ 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**   | □ Decide how the writer/speaker is making the reader/listener respond.  
You may want to think of pathos as "empathy," which pertains to the experience of or sensitivity toward emotion.  
□ Hypothesize how the writer/speaker is inciting passion. |
| **Logos**         | appeal to **logic**     | □ Explain how the writer/speaker is developing a logical argument.  
You may want to think of logos as "logic," because something that is logical "makes sense"—it is reasonable.  
□ Elaborate on the proof that is given to convince the reader/listener to agree with the writer/speaker’s position. |
| **Kairos**        | appeal to **timeliness** | □ Analyze how the writer makes claims that are relevant to what is happening.  
You may want to think of kairos as the type of persuasion that pertains to "the right place and the right time."  
□ Decide if the author "is making the most of the moment" or attempting to write/speak to the concern of the audience. |

Attributed to: [Writing Commons] www.saylor.org (TELOS added to the source.)