

The Appeals

| APPEAL TO REASON | DEVELOP ETHOS | APPEAL TO PATHOS |
|---|--|---|
| Style/strategy <ul style="list-style-type: none"> • Theoretical, abstract language • Denotative meanings Reasons • Literal and historical analogies • Explanations Definitions • Statistics • Quotes • Citations from experts and authorities | Style/strategy <ul style="list-style-type: none"> • Language appropriate to audience and subject • Restrained, sincere, fair-minded presentation • Appropriate level of vocabulary for audience • Correct grammar | Style/strategy <ul style="list-style-type: none"> • Vivid, concrete language • Emotionally loaded language • Connotative meanings • Emotional examples • Vivid descriptions • Narratives of emotional events • Emotional tone • Figurative analogies |
| Effect <p>Evokes a cognitive, rational connection; facilitates induction/deduction</p> | Effect <p>Demonstrates author's reliability, competence, and respect for audience's ideas and values through reliable and appropriate use of support and general accuracy</p> | Effect <p>Evokes an emotional response</p> |