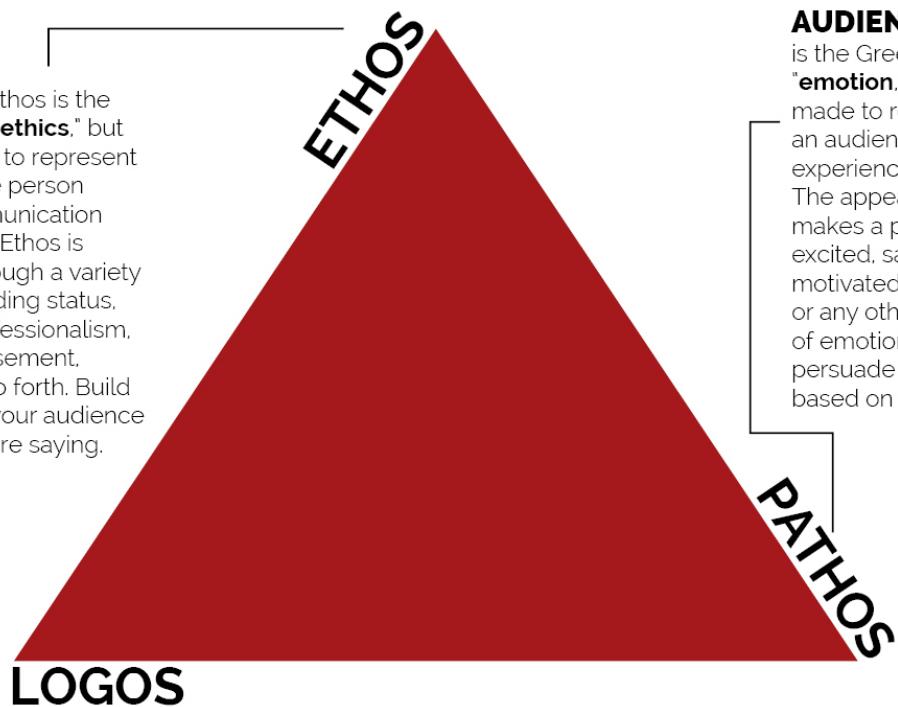


THE RHETORICAL TRIANGLE

AN OVERVIEW OF THE THREE RHETORICAL APPEALS

SPEAKER | Ethos is the Greek term for "ethics," but has been made to represent credibility of the person making a communication (the "speaker"). Ethos is established through a variety of factors, including status, awareness, professionalism, celebrity endorsement, research, and so forth. Build ethos to make your audience trust what you are saying.



MESSAGE | Logos is the Greek term for "logic," but has been made to represent the facts, research, and other message elements that provide proof or evidence to a claim. Use logos to convince your audience that what they are hearing or seeing is well researched, well built, or otherwise worth their time.

AUDIENCE | Pathos is the Greek term for "emotion," but has been made to represent how an audience feels or experiences a message. The appeal of pathos makes a person feel excited, sad, angry, motivated, jealous, or any other number of emotions that may persuade them to act based on what you say.