Ethos – credibility, fairness, character

-Show good judgment and good knowledge

-Show an understanding of the complexity of issues/topics & an awareness of the range of viewpoints readers may have

Pathos – emotions

-make emotional appeals wisely and effectively

-in academic writing; emotional appeals are typically indirect (subtle emotional response)

-tone of writing and how it affects the reader’s response

Logos – reason and logic

-state the premises of your argument

-use appropriate and reliable evidence

-show that your conclusions follow from the premises

Pathos :

Good Afternoon Professor Harris,

I am emailing you today regarding my recent submission of the essay assignment, “History of the Universe.” As you most likely saw, my submission was past deadline by 1 day. This lateness was unfortunately unavoidable due to a recent death in the family. I got the news last minute the night before the assignment was due. I had to drop everything to help my family and, in the chaos of it all, didn’t have a chance to submit my assignment. I returned late in the day the day after the assignment was due and submitted as soon as I returned to campus. I am aware of the stakes of this assignment and feel confident in my submission. I really hope that you can take into account my desire to excel in this class as well as my previous class-room participation history, I am very dedicated despite this one late assignment.

Let me know if you would like to discuss anything further or if there is anything I can do to help you in this decision.

Bryn Loftness

Ethos :

Good Afternoon Professor Harris,

I am emailing you today regarding my recent submission of the essay assignment, “History of the Universe.” As you most likely saw, my submission was past deadline by 1 day. I understand your policies regarding late work as well as the importance of this assignment in context to our class curriculum, and hope you can take into account my obvious dedication to the course in looking at previous assignments and my class participation history. I do not expect or wish for extra/special treatment, just that my drive and initiative be recognized. This late submission was an anomaly and will not occur again.

I apologize for any inconvenience this may cause.

Bryn Loftness