



# Rhetorical Appeals

For CP and Honors English 11

## Ethos

- Ethos is the appeal to the speaker's credibility
- Ethos can be used to convey a character's knowledge, like someone who has a higher education.
  - Example: "I am not some preaching farmer...I am a graduate of Harvard" (28)
  - Through establishing his credibility (ethos), the other characters in this scene of the book will be more likely to listen to the speaker.
- Ethos can also be used to back up an argument through the establishment of background in a certain subject.
  - For instance, would you rather try a new toothpaste that Lebron James recommends, or a new toothpaste that 9/10 dentists recommend?

## Pathos

- Pathos is used to convince the audience of a certain claim using feelings.
  - This could include feelings from the characters, or the author himself.
  - Often aims to produce emotion from the reader
  - Often portrays the way a character feels without directly saying it
- Example: "I would never hurt Betty. I love her dearly." (9)
  - Portrays his feeling of love for Betty to try to convince the reader that he is innocent
- "It's a bitter woman, a lying, cold, sniveling woman."(11)
  - Evokes pity yet resentment from the reader towards the woman in order to convince the audience of her cold personality

## Logos

- Logos is the appeal to logic
  - This can be used to persuade or inform others while utilizing argument terms.
- "The Devil can never overcome a minister" (43).
  - This claim, coming from Hale, a person of authority, portrays the ignorance of the other characters as they fully believe what he says, ensuring his own safety.
- Logos is often utilized to inform the readers through implications
  - "Your wife's name is--mentioned in court"(60)
  - Although this quote is not specifically meant for an argument, it is still considered logos.
  - This is due to the implication used by the author here (the implication that the wife is considered to be a witch in the story).