**3 Types of Persuasive Appeal**

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| **Appeals** | **Pathos =** Emotional Connection (How the audience's feelings are engaged) | **Logos =** Logical Argument (How the audience perceives the text as reasonable) | **Ethos =** Credibility (How the audience perceives the credibility of the speaker) |
| **Effect on Audience** | Evokes an emotional response. Persuasion by emotion (usually evoking fear, sympathy, empathy, anger). | Evokes a cognitive, rational response. Audience gets a sense of, “Oh, that makes sense” or (if not present) “Hmm, that really doesn’t prove anything.” | Helps audience to see the speaker as reliable, trustworthy, competent, and credible. The audience might respect the speaker or his/her views more. |
| **Means of Persuading** | Emotionally loaded language  Figurative Language  Stories  Humor  Vivid descriptions  Emotional examples  Anecdotes, testimonies, or narratives about emotional experiences or events  Emotional tone (humor, sarcasm, disappointment, excitement, etc.)  Visuals  Delivery Technique | Facts & statistics Research  Shared Wisdom  Diagrams/Charts/Examples  Definitions  Theories / scientific facts  Indicated meanings or reasons (because…)  Literal or historical analogies  Quotations  Citations from experts & authorities  Informed opinions  Examples (real life examples)  Personal anecdotes | Speaker’s experience (background/ profession/publications)  Reputation  Similarity to audience Trustworthiness  Sincerity Morally / ethically likeable  Appearing sincere, fair minded, and knowledgeable  Conceding to opposition where appropriate  Appropriate language for audience and subject  Appropriate vocabulary  Correct grammar  Professional format |
| **Ways I Can Create This Appeal In My Speech** |  |  |  |