**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 LanguageStoriesHumorVivid descriptionsEmotional examples Anecdotes, testimonies, or narratives about emotional experiences or eventsEmotional tone (humor, sarcasm, disappointment, excitement, etc.)VisualsDelivery Technique | Facts & statisticsResearchShared WisdomDiagrams/Charts/ExamplesDefinitionsTheories / scientific factsIndicated meanings or reasons (because…)Literal or historical analogiesQuotationsCitations from experts & authoritiesInformed opinionsExamples (real life examples)Personal anecdotes | Speaker’s experience (background/ profession/publications)ReputationSimilarity to audience TrustworthinessSincerityMorally / ethically likeableAppearing sincere, fair minded, and knowledgeable Conceding to opposition where appropriateAppropriate language for audience and subjectAppropriate vocabularyCorrect grammarProfessional format |
| **Ways I Can Create This Appeal In My Speech** |  |  |  |