



An *appeal* is an author's attempt to earn audience approval. Authors will utilize specific devices and techniques to appeal to emotion, values, character, and reason in their writing in order to make their arguments more persuasive. Of the many appeals used by writers, the most commonly used appeals that you'll explore with a Rhetorical Analysis essay are Ethos, Pathos, and Logos.

Logos – The author uses logic and reasoning to appeal to the audience and build legitimacy.

EX: *More than one hundred peer-reviewed studies have been conducted over the past decade, and none of them suggests that this is an effective treatment for hair loss.*

Pathos – The author communicates through emotions; they talk with the reader's emotions in mind, using the special way of expressing feelings to both appeal and persuade.

EX: *There is no price that can be placed on peace of mind. Advanced security systems will protect the well-being of your family so that you can sleep soundly at night.*

Ethos – Calls to human ethics; the author establishes a sense of persuasion through the use of their own credibility, status, professionalism, research, or the credibility of their sources.

EX: *If my years as a Marine taught me anything, it's that caution is the best policy in this sort of situation.*

These are just a few examples of what these appeals look like. When you begin to form your analysis, sometimes it can be beneficial to start with some prewriting activities. You can think of your rhetorical analysis as a culmination of three goals you should achieve:

Discussion of the goal or purpose of the piece you are analyzing

Discussion of the appeals, evidence, and techniques used and WHY – with examples of those appeals, evidence, and techniques

Your explanation of why you feel the author's use of these rhetorical devices did or didn't work

Use ethos, pathos, and logos as your guide when searching for answers to these areas of discussion. As you then seek to formulate your thesis statement, keep in mind that your approach should reflect the answers you find to these goals and not your own opinion on the subject matter of the source.

References:

<https://www.vwu.edu/academic/academicwritingcenter/academicwritingcenterandwriting>

