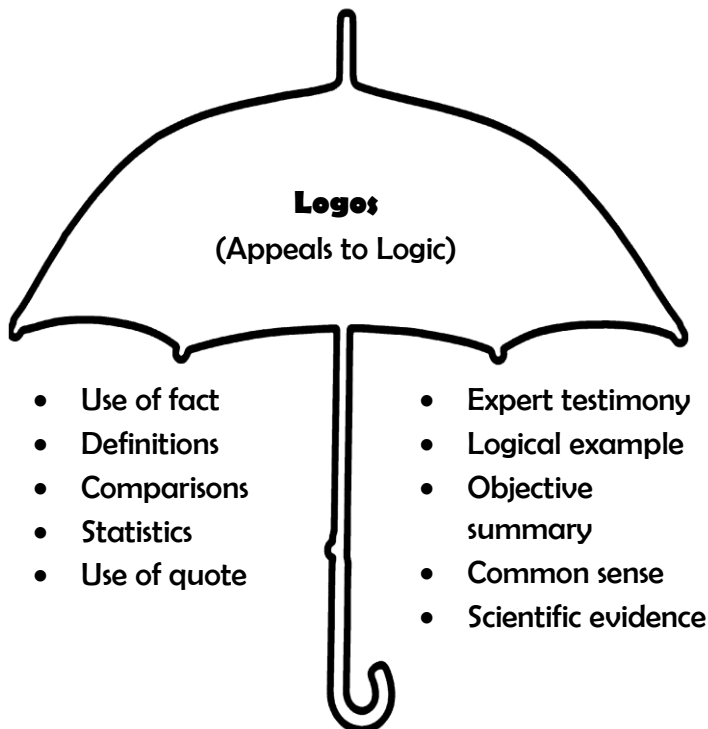
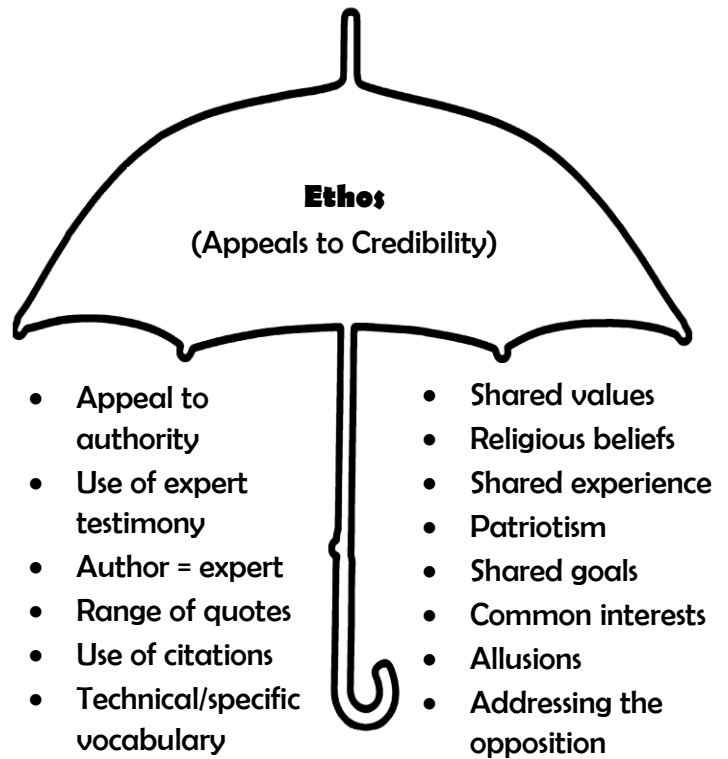
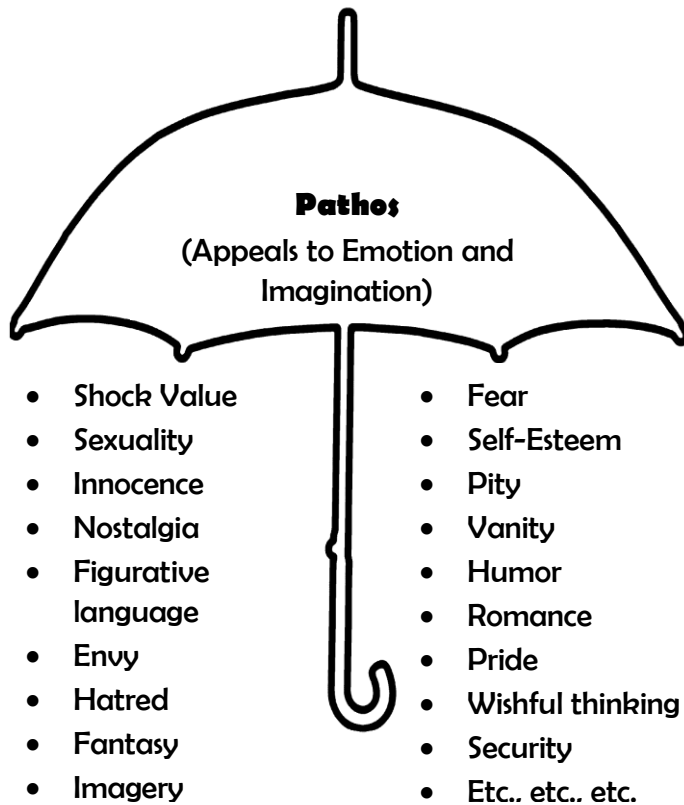


Rhetorical Appeals and Strategies

Use this list as a launching point to explain how an author has attempted to persuade you.



Remember- many strategies can be mixed together!

- ✓ A metaphor is both logical (because it compares) and imaginative (which is emotional)
- ✓ Expert testimony is usually logical/factual (logos) and an appeal to authority (ethos).
- ✓ Appeals to common experiences- such as patriotism- build credibility (ethos) and paints a picture (Pathos).
- ✓ Because of this “mixing” it is important to never describe something as an “appeal to pathos” (or ethos or logos). Be specific instead, so that you can examine all of the persuasive aspects!

